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SMITHSONIAN INSTITUTION

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XIII.

NEW YORK, JULY 31, 1895.

No. 5.



Wise Old Fellow.

A good cigar of any class—a five-center or a ten-center—requires advertising to make it go in the first place and keep it going in the second. When the advertising stopped, the sale stopped. Same way with tobacco and cigarettes. The Red Cross, Owl, Adelina Patti, Van Twiller, La Mascagni, Smokette, Hoffman House, Brownos, Old Dominion, Sweet Caporal, Climax, Mail Pouch—all famous. The WISCONSIN sold them all in Wisconsin, sometimes assisted by other mediums, sometimes unassisted. The WISCONSIN is the smoker's companion. Big sales and steady sales.

The Evening Wisconsin,

MILWAUKEE, WIS.

CHAS. H. EDDY, Eastern Representative,
10 Spruce Street, New York City.



In the Libraries

and sitting-rooms of the country homes will be found the local weekly. Its subscribers and readers are the occupants of these homes.

It reaches them all—men, women and children. They all read it. They all believe in it. The only practical way of reaching the country people is through its columns.

Yearly advertising is inserted at rates which cause the returns for each dollar expended to be greater than can be secured from other mediums.



1000 lines can be engaged in the 1450 papers of the Atlantic Coast Lists at a quarter of a cent a line a paper.

If electrotype is used but one is needed.

New England, Middle and Southern States reached as a whole or in sections.

Catalogue for the asking.



ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XIII.

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THE USE OF TESTIMONIALS.

By Charles Love Benjamin.

The use of testimonials in advertising has been discussed before in PRINTERS' INK, but not as fully as the subject would seem to demand. Testimonials figure so largely in the advertisements of the day that the question, "Do they pay?" is one that is entitled to more than passing consideration.

We may, I think, take it for granted that testimonials do pay, at least as well as anything the advertiser himself could write. When one considers how many clever advertisers use them and for how many years they have been the bone and sinew of the patent medicine advertisement, it is difficult to arrive at any other conclusion without supposing the clever advertisers to be all wrong and the patent medicine advertisement a dismal failure.

Testimonials are (as a writer in PRINTERS' INK recently asserted) extremely easy to get. There is no excuse, therefore, for using any but the most appropriate. Either because they like to see their names in print, or for some other reason, a large number of people are addicted to testimonial writing, and I have known a commendatory letter, printed in a single paper, to produce half a score of similar letters within twenty-four hours. Rabbits, by working hard and paying strict attention to business, have earned the reputation of being somewhat prolific, but they are not in it with the able-bodied testimonial.

Once a collection of testimonials is secured, the question of how best to use them is one that may well engage the advertiser's attention. Pruning is the first requisite. To use them word for word as written is a wilful waste of space. The meat of a testimonial will be found sometimes in a paragraph, oftener in a sentence, occasionally in a single word. The wheat should be carefully separated from the chaff, for

one word straight to the point is better than a column of verbiage.

I have found it a good plan, also, to continue this editing to the extent of separating the testimonial (if it contains more than one statement, as most of them do) into its several parts. Thus, supposing the user of a safety razor should write to the manufacturers:

GENTLEMEN—I have received the "Gem" Safety Razor ordered, and am glad to say it gives entire satisfaction. It cuts smoother and easier than the ordinary razor, and I find it keeps its edge longer and requires fewer stropings.

JOHN SMITH.

I would separate this as follows:

Gives entire satisfaction.

Cuts smoother and easier than the ordinary razor.

I find it keeps its edge longer [than the ordinary razor] and requires fewer stropings.

Thus, instead of one, we have three testimonials from John Smith, each one emphasizing some special merit of the razor. This dissection has another advantage: It enables one to bunch his hits, to use a base-ball phrase. That is, the commendations can be classified under appropriate headings, each group bearing testimony to one good quality of the advertised article, and gaining strength by numbers. Under the general heading:

GIVES UNIVERSAL SATISFACTION,

for instance, would be grouped John Smith's first statement, and others of a similar nature. "Shaves Clean" and "Holds its Edge" would do for other headings, under which Smith's second and third commendation, with others of like purport, might be placed.

One advantage of this classification is that the reader will absorb the information one wishes to convey concerning the merits of the article advertised, if he does no more than glance at the headings—the commendations in this case acting as corroboration.

rative testimony, which, after all, is the real function of the testimonial.

Commendations from well-known people are usually worth printing in their entirety, and in fac-simile or at least with fac-simile signature. In their desire to get well-known names, however, advertisers sometimes overreach themselves by getting celebrities to give opinions on matters of which they are not especially qualified to judge. One should have an eye to the eternal fitness of things in these matters. Lillian Russell's commendation of a face bleach would be all right, for instance, but the same lady's opinion of a reaping machine wouldn't cut any ice (as the boys say) with the Western farmer.

An old but still effective way of using testimonials in circular form is to print them in one long strip. I remember receiving such a roll once that measured full forty feet in length. I suppose I read not more than three of the hundreds of testimonials given, but the impression created by such abundant evidence of merit is apt to be a favorable one.

RELATIVE VALUE OF SAMPLE COPY CIRCULATION.

By Oscar Herzberg.

It is fashionable at present to decry the value of sample copy circulation—to insinuate that it is not worth the same price as a circulation that goes to paid subscribers. But is it so? Circumstances alter cases; and while a sample copy circulation may be utterly valueless in one case, does it necessarily follow that it is equally valueless in every other? I venture the assertion that in many cases where direct returns or none must come from an ad, a sample copy circulation is the best circulation, and worth twice or thrice the price of a paid circulation.

"Missionary work," or the work of creating sentiment in favor of an article, requires a paid circulation, because, to secure the desired result, the same people must see the advertisements regularly. Constant dropping will wear away a stone; and a constant dropping of one man's ads on another's head, will wear away the instinctive antagonism with which the people regard a new and untried article. For the purpose of selling articles, then, that the public is not expected to purchase immediately upon reading

the advertisements, paid circulation is an absolute necessity. In this kind of advertising, one desires to influence a comparatively few persons forcibly, not many feebly.

Not so, however, in advertising an article where only the immediate results of the advertising can be sought. For example, a certain publisher issues a book at ten cents per copy, which he widely advertises in suitable media. If he makes a yearly contract with a publication having only a paid circulation, would his investment be likely to pay? He can sell only one copy to each subscriber, and, to make a profit, his effort must be to reach new people constantly. In advertising continually in the publication with only a paid subscription list, he dissipates much of his capital, as there is little, if any, necessity for cumulative effect in advertising an article such as his.

On the other hand, what a field for him in a sample copy circulation! Here he is always appealing to new people, who, seeing the publication for the first time, read it with more avidity than they do a periodical with which they are intimately acquainted.

For sample copies are widely and discriminately read, in spite of the popular prejudice against them. The majority of people who receive a sample copy are interested in it as something new and strange, and examine it carefully, ads and all, so as to get an idea of what it is and what it represents. On the other hand, a number of the paid subscribers may have subscribed out of a sense of duty, perhaps because their parents did so, or because they know the editor, or like reasons, and possibly do not, in many cases, take the paper out of its wrapper when it comes.

These remarks should not be construed as favoring either sample copy circulation or paid circulation, without reference to the peculiarities of each individual case. Each class of circulation is good in its place, and one could not entirely supersede the other. The indiscriminate condemnation of all sample copy circulation, without reference to the class of results desired or obtainable, must be looked upon as an indication of a narrow advertising vision.

LIVES there a man with soul so dead
Who never PRINTERS' INK hath read,
And gleaned from out its pages bright
The proper way good ads to write?

WIT AND WISDOM IN REAL ESTATE ADVERTISING.

A JUDICIOUS COMBINATION OF THE TWO HAS BOOMED SHERMAN PARK—METHODS OF INFLUENCING THE COMMON PEOPLE TO PURCHASE SUBURBAN REAL ESTATE THAT APPEALS PRINCIPALLY TO THEM—THE USE OF BILL-BOARDS—UTILIZING LOCAL HAPPENINGS—THE CONCLUSION ARRIVED AT AS TO THE RELATIVE MERITS OF THE VARIOUS MEDIA OF PUBLICITY.

I called at 165 Broadway the other day and interviewed Isadore B. Brooks, who is at the helm of the Sherman Park advertising. I found him engaged in the construction of a reading-notice for the *World*. It began with a very enticing tale of a Vassar graduate, and worked up insidiously till Sherman Park was brought in. "That is an old idea," remarked Mr. Brooks, as he handed his effort over for my inspection, "the catch-head and the captivating 'short story.' I still use it, and find it admirable, despite the fact that many concerns think it has been overdone. Sometimes I insert specially-prepared pictures with these readers. I think the right kind of a picture always helps out any kind of an ad. My readers are always intertwined with the sentiment of the home and home life. Real estate is too dry a subject to make a direct appeal in a reading notice of interest, so every time I sit down to write one I have to study out some variation or new idea.

"We have resorted a good deal to the bill-boards. I think our display has been second to no advertising of this kind the past two or three seasons. My theory about this kind of 'publicity' is this: The bill-board attracts the eye, and people are certain to bear it in mind if the display is extensive. That is about as far as it goes. You cannot stop to argue or reason on a bill-board, because the public will not stop for you. I use the bill-boards to attract general attention, and then resort to the newspapers, circulars, etc., to open the argument. I have placed the largest movable ad of this sort on the streets of New York this season. It is a 28-sheet poster, in colors, 28x16 feet, mounted on wheels and drawn by four horses. I think everybody that has seen this mammoth moving ad will remember it. Of course I cannot trace direct results to an idea of this

kind. I feel certain it pays simply because it attracts attention. It is a sure feeder to my ads in the newspapers. I never prepare one of these that I do not work up some striking idea of a picture to go along with it. In fact, I make this picture the keynote of the ad. I have stolen, originated and used no less than 500 cut ideas. When I say stolen, I use the term advisedly. Of course it does not pay to reproduce any man's idea outright, but if I take my cue from it, I consider, in a broad and somewhat humorous sense, of course, that I have stolen from somebody.

"I constantly utilize by localization the topics of the day. I have used many public men and public events in this way. Give the public a dose of the topic of the hour through the advertising columns is my motto. While the news columns are brimming with the sensation, I come out side by side with my own picture and comment in our advertisements. It's not a new idea in advertising, but it always pays where the mass of the people is to be attracted. A good picture pun is always striking—but, alas! for the bad ones! Shun them! I don't see why an ad shouldn't be just as brainy as any other part of a newspaper. Special seasonable wants, race meetings, athletic contests, are all worked up to advantage in my ad-shop.

"I use New York papers only, and I make no time contracts. Perhaps the *World* has got more money from us than any other single medium. I like the evening papers best. They are not overcrowded with superfluous matter—including too much advertising—and a good display ad gets a splendid chance. I use the German papers, and space in the Catholic Church calendars occasionally, but little of anything else. I listen to what the general proposer has to say. I give a hearing to everybody. Most of our money is spent as I have stated. Our business has got to be boomed, and most of it through advertising. Sherman Park is for the masses—in strong contrast to some other suburban properties—and I have to keep my coat off to keep up the public tension and interest.

"I believe we have the largest working real estate plant in America. We employ some 75 agents, and a large force of sub-agents and solicitors. We have sold 10,500 lots in twenty months.

The newspapers have done this for us. They have made our property so well known that we cannot only retain this large force, but at a less compensation than can other less-advertised properties. The papers have made Sherman Park a household word wherever they go, and that means a good introduction wherever our agents call.

"I firmly believe there is no possible way to sell real estate to the masses except by liberal advertising. It is the one road to success in this line."

J. L. FRENCH.

CONCERNING CATCH PHRASES.

Not until "You press the button, we do the rest," came into vogue and set the world talking about it, was the great importance of a good business "catch" phrase fully recognized by advertisers. Since then very many of them have been introduced, and the most popular is unquestionably Mr. Snyder's "See that hump?" for the De Long Hook and Eye.

There were certain advertising sentences, such as Royal Baking Powder's "Absolutely Pure," but they cannot be properly classed as catch phrases, as they are not original, and are anything but "catchy." The popularity of the Kodak and Hook and Eye phrases is greatly evidenced by the number of parodies on both.

The New York *Sun's* old motto, "It shines for all," was replaced by: "If you see it in the *Sun*, it's so," but I question if the old phrase was not the better one.

The main thing to be considered in a catch phrase—even before its "catchiness"—is its appropriateness to the article it advertises or the firm advertising it. Hence the popularity of the two phrases before named. They are both apt, and there is a world of meaning in the few brief words.

Mr. Richardson's "Newspapers of Known Circulation" and Mr. Beckwith's "The Plain Truth Tells," so familiar to readers of PRINTERS' INK, are both good and appropriate to the business they serve to advertise.

Beecham's celebrated motto in his pill advertisements, "Worth a Guinea a Box," has proved a very valuable phrase, and perhaps Pearline's "Never Peddled" has had its worth.

The quotation from Oliver Twist, "I want some more," used in advertising H. O., has never appeared to

me to make H. O. much sought after. People cannot but remember that little Oliver was very hungry indeed, and, under the circumstances, would have eaten *anything*.

"Hood's Cures" is a very good phrase; it tells everything in two words; but it would not be so readily understood had not the sarsaparilla a world-wide fame.

Almost as brief and equally as pointed is the phrase attached to the ads of Ripans Tabules, "One Gives Relief." "Children cry for Castoria" is a widely known catch phrase that has a peculiar merit of its own, and the same may be said of the much more recent "A little higher in price, but—" of Ferris' hams.

"From Maker to Wearer" has been adopted by a good many shoe manufacturers, but could be used by other trades as well. "From Factory to Feet" is a much better form of the same idea. "Best and Goes Farthest" was a good catch-line of Van Houten's Cocoa, but I confess I never liked the "Grateful—Comforting" of Epps' Cocoa.

"Keeping Everlastingly at it Brings Success," the motto of N. W. Ayer & Sons, is much more tersely put by a Brooklyn printer: "Constant Hustling Brings Success."

Procter & Gamble's "It Floats," in connection with Ivory Soap, would be very good if people bought soap for its floating properties.

There is a great advertising value in a really good and appropriate catch phrase; the fewer words the better, and each one should have its own peculiar force. Not one ad-smith in a hundred can turn out a first-class catch phrase, and that, perhaps, accounts for the comparative scarcity of them.

JOHN C. GRAHAM.

OF HIS OWN, TOO, SOMETIMES.



The Young One—Pa, what is an ad-smith
The Old One—He is an architect of other
men's fortunes.

\$1,000 a Minute

would not pay for all the advertising that you might do in the many publications of this country—hence comes the question to every advertiser,

Which Are Best?

.

One thing is sure, that newspaper which is thoroughly read, every day, by a great number of intelligent and prosperous people, and which is used by all the leading advertisers of the country, is a safe investment for him who advertises at all.

.

THE SUN,

NEW YORK,

IS SUCH A PAPER.

ST. LOUIS POST-DISPATCH
ST. LOUIS POST-DISPATCH
ST. LOUIS POST-DISPATCH
ST. LOUIS POST-DISPATCH

Idle Talk

Is cheap, very cheap, and that's
why we do not linger long to chat
with you. We deal in

Facts, ... and Facts Only!

And we are prepared at any and
all times to verify the following state-
ments to any advertiser who doubts
the truth of our assertions—namely :

• The Circulation of the

POST-DISPATCH,

daily and Sunday, is the largest of any St. Louis
newspaper.

- Its City Circulation is greater by 50 per cent
than that of any competitor.
- Its circulation in and around Imperial Mis-
souri is greater than that of the Globe-Democrat
and Republic combined.

The best evidence of the truth of our statements can
be seen in the enormous volume of high-class advertising
we carry year in and year out.

Sworn Circulation over

82,000

S. C. BECKWITH,

New York.

Sole Agent Foreign Advertising.

Chicago.

ST. LOUIS POST-DISPATCH
ST. LOUIS POST-DISPATCH
ST. LOUIS POST-DISPATCH
ST. LOUIS POST-DISPATCH

The Philadelphia — ITEM.

ESTABLISHED 48 YEARS.



A GOOD THREE TO DRAW TO!



Designed by Jno. Brennan.

A PUBLISHER HAS NO MORE RIGHT

to say to a merchant that it has 50,000 circulation without being willing to prove it, than a merchant has to say to the publisher, "Here is one hundred yards of muslin in this piece, but you must not measure it," or than a grocer has to say, "There is fifty pounds of sugar in this little parcel, but it must not be weighed." What would be thought of a dealer who would take that position with a customer? But where is the moral or commercial difference?

THE WASHINGTON Evening Star

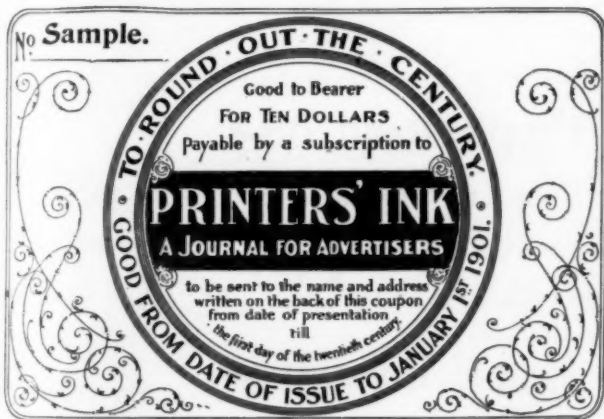
has always printed a sworn statement of its circulation, and earnestly invites an investigation as to the truth of that statement by any test that the advertiser can suggest. No other Washington newspaper is willing to undergo this test.

THE STAR covers Washington completely. It goes to eighty-two and one-half per cent of all the occupied houses. It charges but seven and one-half cents per line for 10,000 lines, to be used within a year.

L. R. HAMERSLY,
New York Representative,
49 Potter Building.

They are Salable

Any newspaper men desirous of coming into possession of one or more of these subscription coupons and wishing to pay for the same by the insertion of an advertisement in his paper, may address PRINTERS' INK, No. 10 Spruce St., New York.



Newspaper men responding to this announcement should be careful to state fully just what is wanted, and to inclose a schedule of their advertising rates. Address

PRINTERS' INK,

No. 10 Spruce St., New York.

The subscription price for PRINTERS' INK is now \$2 a year.

It will be \$3 a year after January 1, 1901.

Subscribers are allowed to renew their subscriptions now for as many years as they choose at \$2 a year.

For the purpose of pre-payment, Subscription Coupons are just as good as cash.

\$10 in cash or coupons will pre-pay a subscription for PRINTERS' INK from now to Jan. 1, 1901.

Keen **as a** **K**ase
utting **nife**

is the style of the progressive, independent newspaper of to-day, and that is the style adopted by

The Chicago Dispatch


By JOSEPH R. DUNLOP.

People Read It

because it hews to the line, let the chips fall where they may. And because

People Read It

is sufficient reason for live business men to advertise in it when they want to reach

 **The Great Masses.**

This is how the Northwestern Farmer figures it:

130,000,000 bushels wheat at 70c., \$91,000,000
Rye, oats, barley, corn, potatoes
and hay, easily another : : \$71,000,000

To say nothing about
hogs, sheep, beef, etc.

No wonder he smiles. It means good times.

This money is to be spent on the
necessaries and luxuries of life....

The St. Paul Globe

covers the field best, and the advertiser who uses it freely will smile too.

EASTERN OFFICE:

517 & 518 Temple Court, : : : : New York City.

C. E. ELLIS, : : Manager.



THE OHIO BASIN AND LAKE REGION.

Extending south from the great Lakes between the Missouri Valley and the Northeastern Division lie the States of :

Illinois,	Ohio,
Indiana,	Tennessee,
Kentucky,	West Virginia,
Michigan,	Wisconsin.

They cover three hundred and fifty thousand square miles, and in 1890 were credited with a population of 17,860,787. There were one and one-half million farms, with a yearly product worth over seven hundred millions of dollars, and the manufactured products were estimated worth two and one-half billions. The mineral product is also quite large and the lake fisheries extensive. It is claimed that Sandusky, Ohio, is the most important fish market in the United States.

In this section there are 5,526 newspapers and periodicals, 580 of which are issued daily.

The following is a complete list of all newspapers in this division, reported in the American Newspaper Directory for 1895, with a circulation each issue of more than 10,000 copies. All the circulation ratings to which an asterisk is prefixed are guaranteed by the Directory to be absolutely correct. Those not so marked are not guaranteed. Their publishers making no definite report, they appear in the Directory with an *estimated* rating expressed by letters indicating that they are believed to have the minimum circulation for which the letters stand.

In the following lists the minimum figures are substituted for the letters.

Dailies.

Chicago, Ill.....	News,	*200,885
	Record,	*132,487
Cincinnati, Ohio....	Post,	*107,897
Chicago, Ill.....	Times-Herald,	75,000
	Tribune,	75,000
Cleveland, Ohio....	Press,	*67,919
Detroit, Mich.....	Evening News,	*60,542
Cleveland, Ohio....	Leader,	*44,958
	(Sunday *31,485)	
Chicago, Ill.....	Dispatch,	40,000
	Evening Journal,	*40,000
	Inter-Ocean,	40,000
	(Sunday 20,000)	
Cincinnati, Ohio....	Enquirer,	40,000
Cleveland, Ohio....	World,	40,000
	(Sunday 20,000)	
Detroit, Mich.....	Free Press,	*34,516
	(Sunday *44,566)	
Cincinnati, Ohio...	Commercial G a-	
	zette,	*33,450
	(Sunday *46,950)	
Indianapolis, Ind....	News,	*31,545
Chicago, Ill.....	Abend Post,	20,000
	(Sunday 12,500)	
	Drovers' Journal,	20,000
	Evening Post,	20,000
	Mail,	20,000
Indianapolis, Ind....	Sentinel,	*20,000
	(Sunday *22,000)	
Louisville, Ky.....	Times,	20,000
Detroit, Mich.....	Journal,	20,000
Cincinnati, Ohio....	Taegliche Abend	
	Presse,	*20,000
	Times-Star,	20,000
Cleveland, Ohio....	Plain Dealer,	20,000
	Waechter,	*19,002
	(Sunday *17,399)	
Chicago, Ill.....	Freie Presse,	17,500
	Staats-Zeitung,	17,500
	(Sunday 20,000)	
Louisville, Ky.....	Courier-Journal,	17,500
	(Sunday 20,000)	
Cincinnati, Ohio....	Tribune,	17,500
Milwaukee, Wis....	Ev'g Wisconsin,	17,500
	Sentinel,	17,500
Grand Rapids, Mich.	Evening Press,	*17,200
Toledo, Ohio.....	Blade,	*15,204
Chicago, Ill.....	Sun,	12,500
Louisville, Ky.....	Commercial,	12,500
Detroit, Mich.....	Tribune,	12,500
	(Sunday 17,500)	

Memphis, Tenn....	Commercial Appeal,	*12,500
Milwaukee, Wis....	Journal,	12,500
Indianapolis, Ind....	Journal,	*12,448
	(Sunday *11,067)	
Nashville, Tenn....	Banner,	*11,801
Toledo, Ohio.....	Evening News,	*10,701

Semi-Weeklies.

Detroit, Mich.....	Free Press,	*47,563
Nashville, Tenn....	American,	*22,000
Milwaukee, Wis....	Herold,	17,500

Weeklies.

Detroit, Mich.....	Free Presse,	*117,897
Toledo, Ohio.....	Blade,	*106,039
Milwaukee, Wis....	Germania,	*90,191
	Der Haus und Bauernfreund,	*85,160
Chicago, Ill.....	Epworth Herald,	*80,000
	Inter-Ocean,	75,000
	Ledger,	75,000
	Saturday Blade,	75,000
Louisville, Ky.....	Courier-Journal,	75,000
Detroit, Mich.....	Illustrated Sun,	75,000
Cleveland, Ohio....	Union Gospel News,	75,000
Chicago, Ill.....	Saturday Telegram,	*41,328
	Union Signal,	40,000
Cincinnati, Ohio...	Enquirer,	40,000
	Gazette,	40,000
Cleveland, Ohio....	Ohio Practical Farmer,	40,000
Memphis, Tenn....	Commercial Appeal,	*40,000
Indianapolis, Ind...	State Sentinel,	*31,000
Springfield, Ohio...	New Era,	*30,404
Chicago, Ill.....	Ram's Horn,	*30,070
	Markets,	30,000
Milwaukee, Wis....	Deutsche Warte,	*25,192
Chicago, Ill.....	Baptist Union,	*24,076
Cincinnati, Ohio...	American Israelite,	*23,449
Milwaukee, Wis....	Erholungsstunden,	*22,146
Chicago, Ill.....	Advance,	*21,150
Notre Dame, Ind...	Ave Maria,	*20,800
Chicago, Ill.....	Farmers' Voice,	20,000
	Farm, Field and Fireside,	20,000
	Humoristen,	*20,000
	N. W. Christian Advocate,	20,000
	Orange Judd Farmer,	20,000
	Svenska Amerikanaren,	20,000
	Svenska Tribunen,	20,000
Indianapolis, Ind...	American Tribune,	20,000
	Indiana Farmer,	20,000
Detroit, Mich.....	Tribune,	20,000
Cincinnati, Ohio...	American Grange Bulletin,	20,000
	Christian Standard,	20,000
	Western Christian Advocate,	20,000
Columbus, Ohio....	Ohio Waisenfreund,	20,000
	Press,	20,000
Dayton, Ohio.....	Farmers' Home,	20,000
Milwaukee, Wis....	Wisconsin,	20,000
Detroit, Mich.....	Mich. Christian Advocate,	*19,889
Ft. Atkinson, Wis..	Howard's Dairyman,	*19,068
Chicago, Ill.....	Equity,	*18,500
	American,	*18,000
	Western British American,	*18,000

Chicago, Ill.....	Die Rundschan,	17,500
	Eagle,	17,500
	Express,	17,500
	Farmers' Review,	17,500
	Horse Review,	17,500
	Staats-Zeitung,	17,500
	Interior,	17,500
	New World,	17,500
	Prairie Farmer,	17,500
	Times-Herald,	17,500
	Young Men's Era,	17,500
Quincy, Ill.....	Farmer's Call,	17,500
Indianapolis, Ind...	American Non-conformist,	17,500
	Western Horseman,	*17,500
Detroit, Mich.....	Sunday Sun,	17,500
Cincinnati, Ohio...	Der Christliche Apologete,	17,500
	Herald and Presbyter,	17,500
	Times,	17,500

Cleveland, Ohio...	Der Christliche Botschafter,	17,500
	Leader,	17,500
	Plain Dealer,	17,500
Nashville, Tenn....	Christian Advocate,	17,500
Milwaukee, Wis....	Acker,	17,500
	Sentinel,	17,500
Dayton, Ohio.....	Religious Telescope,	*16,194
Chicago, Ill.....	Rights of Labor,	*15,500
Oak Park, Ill.....	Week's Current,	*14,394
Detroit, Mich.....	Michigan Farmer,	*14,284
Chicago, Ill.....	Appeal,	*13,850
	Breeders' Gazette,	12,500
	Drovers' Journal,	12,500
	Freie Presse,	12,500
	Ganla Och Nya Hemlandet,	12,500
	Journal,	12,500
	L'Italia,	12,500
	Living Church,	12,500
	Missions Wannen,	12,500
	Sentinel,	12,500
	Svenska Kuriren,	12,500
	World,	12,500

Rock Island, Ill...	Augustana,	12,500
Louisville, Ky.....	Commercial,	12,500
	Western Recorder,	12,500
Detroit, Mich.....	Truth,	12,500
Cincinnati, Ohio...	Light of Truth,	12,500
Cleveland, Ohio....	Catholic Universe,	12,500
	Westliche Blaetter,	12,500
Columbus, Ohio....	Ohio State Journal,	12,500
Milwaukee, Wis....	Journal,	12,500
	Yenowine's News,	*12,000
Chicago, Ill.....	Bearings,	*11,887
	Bladet,	*11,500
Toledo, Ohio.....	Bee,	*11,100
Milwaukee, Wis....	Catholic Citizen,	*10,700
Nashville, Tenn....	Cumberland Presbyterian,	*10,266
Chicago, Ill.....	Farm Implement News,	*10,000

Semi-Monthlies.

Springfield, Ohio...	Farm and Fireside,	*379,316
	Ladies' Home Companion,	*145,408
Louisville, Ky.....	Home and Farm,	*77,225
Racine, Wis.....	Wisconsin Agriculturist,	*25,625
Chicago, Ill.....	American Farmer,	*21,706
Moline, Ill.....	Western Plowman,	17,500
Huntington, Ind....	Farmers' Guide,	17,500
Chicago, Ill.....	Western Agriculturist,	*15,000

Chicago, Ill.....	Eight-Hour Herald,	*13,040
Louisville, Ky.....	Masonic Home Journal,	12,500
Dayton, Ohio.....	Young Catholic Messenger,	*12,500
Oak Park, Ill.....	Intelligence,	*12,165
Medina, Ohio.....	Gleanings in Bee Culture,	*10,125

Monthlies.

Springfield, Ohio....	Farm News,	*160,916
Chicago, Ill.....	Household Guest,	*75,000
Indianapolis, Ind....	Agricultural Epitome,	75,000
Cincinnati, Ohio....	S. S. Journal.....	75,000
Springfield, Ohio....	Womankind.....	*69,833
South Bend, Ind....	Clover Leaf.....	*53,716
Milwaukee, Wis....	American School Board Journal,	*44,000
Springfield, Ill....	Modern Woodman,	40,000
Port Huron, Mich....	Bee Hive, Michigan Macabee,	40,000
Caro, Mich.....	Home Life,	*37,500
Chicago Ill.....	Climax, Sportsman's Review,	*21,210
	American Swineherd,	20,000
	Great Divide, World Wide Missions,	20,000
Galesburg, Ill.....	Railroad Trainmen's Journal,	20,000
Paris, Ill.....	Anchor and Shield,	*20,000
Terre Haute, Ind....	Locomotive Firemen's Magazine,	20,000
Cleveland, Ohio....	Brotherhood of Locomotive Engineers' Journal,	20,000
Columbus, Ohio....	City and Country,	20,000
Nashville, Tenn....	S. S. Magazine,	20,000
Bloomington, Ill....	Home Circle,	17,500
Chicago, Ill.....	Independent Forester,	*17,500
Mishawaka, Ind....	Power and Transmission,	17,500
Fort Gratiot, Mich....	Threshermen's Review,	*16,639
Delaware, Ohio....	Woman's Home Missions,	*16,000
Chicago, Ill.....	Our Youths' Friend,	*13,275
	Sports Afield, Arkansas Traveller,	12,500
	S. S. Lesson Illustrator,	12,500
Lafayette, Ind....	Echo,	12,500
Cincinnati, Ohio....	American Rural Criterion,	12,500
	Financial Review,	12,500
Cleveland, Ohio....	Evangelische Magazin,	12,500
	Household Realm,	12,500
Chicago, Ill.....	Historia, Child Garden,	*11,750
Taylorville, Ill....	School News,	*11,700
Bloomington, Ill....	Public School Journal,	*11,045
Nashville, Tenn....	Confederate Veteran,	*10,250
Terre Haute, Ind....	Journal of Materia Medica,	*10,000
Detroit, Mich.....	Bookkeeper,	*10,000

Bi-Monthly.

Chicago, Ill.....	Electro-Homoeopathic Zeit-schrift,	*12,934
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Quarterlies.

Chicago, Ill.....	Friends' Bible School Q'trly,	*26,750
	Ill. State Ass'n Notes,	*10,000
Detroit, Mich.....	Leonard's Ill. Med. Journal,	*10,000

The dailies of more than 5,000 circulation, but not classed as having over 10,000, are as follows:

Toledo, Ohio.....	Bee,	*9,850
Milwaukee, Wis....	Germania,	*9,119
Nashville, Tenn....	American, (Sunday, *14,800)	*8,600
Dayton, Ohio.....	Evening News,	*7,500
Chicago, Ill.....	Skandinaven,	7,500
Evansville, Ind....	Evening Tribune, (Sunday, *8,000)	*7,500
Louisville, Ky.....	Post,	7,500
Covington, Ky.....	Post,	*7,500
Grand Rapids, Mich.	Democrat,	7,500
Columbus, Ohio....	Dispatch,	7,500
	Press, Ohio State Journal, (Sunday, 12,500)	7,500
Dayton, Ohio.....	Evening Press,	*7,500
Milwaukee, Wis....	News,	7,500
Quincy, Ill.....	Journal,	*7,158
Milwaukee, Wis....	Abend Post,	*6,792
Chicago, Ill.....	Denniik Flastel, Dziennik Chicago-ski,	*5,841
Bloomington, Ill....	Pantagraph,	*5,482
Joliet, Ill.....	News,	*5,166

In so large a section, containing nearly one-third of our entire population, each individual advertiser will make the most promising selections from these lists and supplement them with additional mediums of more local circulation, which are to be found in large numbers in the American Newspaper Directory.

BICYCLE REPAIRERS.

BICYCLE-REPAIRERS are so numerous that startling advertisements are necessary to secure business. A handbill of this purport has been widely circulated within the last few days on the south side:

"Bicycle surgery.

"Acute and chronic cases treated with assurance of success.

"Languid tires restored to health and vigor.

"Tires blown up without pain. Wind free.

"We understand the anatomy, physiology and hygiene of wheels and give homoeopathic or allopathic treatment as individual cases require. Sure cure guaranteed.

"Testimonials:

"My wheel had three ribs fractured and you cured it in one treatment."

"My tires were suffering with a case of acute aneurism which had been pronounced fatal by other bicycle doctors, but you cured the disorder and I did not lose a day of my tour."

"I was troubled with varicose tires, involving frequent ruptures and incontinence of wind. You cured me."

"Thousands of testimonials like the above sent on application."—Chicago Record.

KEEP the ball a-rolling—
Rolling every day.
Don't let folks forget you,
For it doesn't pay.

THE VERY FIRST.

Mr. John L. Getman cuts from the *Herkimer, N. Y., Citizen* of July 16th the first advertisement entered in competition for the PRINTERS' INK Vase, and the PRINTERS' INK coupon was sent to Mr. Getman in accordance with the terms of the competition. Being the first to enter the field, where hundreds and possibly thousands will soon appear, it would seem proper to reproduce Mr. Getman's advertisement and to make some comments upon its merit.

Printers' Ink

Is the name of a journal published in the interest of Business people. It tells the man of business how to advertise successfully. No one person can know all there is about advertising. **Printers' Ink** will tell more about it in its 52 issues than any one man could think of in a life-time. Why? Because every page contains suggestions and hints from the best "ad" constructors and the large advertisers in America—and there are a great many of them. This fact, then, should impress any sensible person:

Many Minds Can Teach One.

Printers' Ink concentrates the product of the minds of many into each issue. Can you afford to be without it? Send \$2.00 for a year's subscription to

GEO. P. ROWELL & Co.,
10 Spruce St.,
NEW YORK.

It will be observed that this ad is well worded and effectively displayed; it has, however, a fatal fault. The important point that the subscription price of **PRINTERS' INK** will be advanced to \$5 a year after December 31st has been overlooked. Attention to details, the certainty that nothing important will be overlooked, make the successful advertisement writer, whose work is sought for and valued at a price that sometimes surprises those who have not paid much attention to such matters, and believe that it is little trouble to prepare a perfect advertisement.

The following advertisement, constructed by Chas. Zingg of Farmington, Maine, comes pretty near perfection.

Young, Ambitious Clerks and Business Men

of all and every description, ought to bear in mind that an early study of the knowledge how to advertise may be a mighty promoter of their sweetest hopes, to rise, to become independent.

By subscribing for

Printers' Ink

the weekly trade journal for advertisers, they receive

Fifty-Two Advertising Lessons

for only two dollars, postpaid by mail, one lesson weekly.

PRINTERS' INK embodies the practical experience of thirty-one years in the advertising field. It gives every week the views of the most competent writers on the advertising topics, new ideas, new impulses, new thoughts leading toward the road of business success.

PRINTERS' INK is authority on all advertising questions, it is the tried, faithful friend of thousands of self-made men, it can do equally well for you.

Sample copy free. \$2 per year. Subscribe now. After December 31, 1890, the subscription price will be advanced to \$5 a year. Address with cash.

PRINTERS' INK,
10 Spruce St., New York.

Next week (August 7th) will be exhibited the advertisement considered the best of all that came to hand before the date of going to press with that issue.

RECOGNIZED.

Henry Irving, the famous actor, whose face has, through advertisement and illustration, become familiar to many people, was one day at a seaside resort, when he noticed a little girl looking at him fixedly.

"Well, my dear," said he, "do you know who I am?"

"Yes, sir," was the shy answer.

"Well, who am I, then?"

"You are one of Beecham's pills."

And, indeed, his face had figured in an advertisement of the widely advertised pills.—*Exchange.*

WHEN your brain gets weary,
And your business gets dreary,
And your ads no longer catch the trade;
Invest in **PRINTERS' INK**—
It will surely help you think—
And rejoice in the bargain you have made.

IMPRESSIONS OF CINCINNATI ADVERTISERS.

By Lewis Garrison.

Cincinnati business men, as a rule, give the advertising solicitors a very cordial reception, even though they do not give them any advertising. Display is in vogue by houses. The John Shillito Company run more readers than any other dry goods house. This is done in connection with large display space.

The Cincinnati, Hamilton & Dayton Railroad have the most prominently displayed advertisement in Cincinnati. The beauty of the thing is that it is permanently located. On the high Carew Building, overlooking the Fountain Square, large letters are formed in gas pipe, "C. H. & D. to Chicago." At night the gas is turned on and the letters show up in great style. Not a person of the thousands passing along the streets fails to notice the unique gas sign.

Bozeman & Bro., who operate the Vine street cigar store, have a regulation mile post fastened in front of their store, on which is painted, "10 miles to the next cigar store." There is nothing new in this, but the strangeness of the sign attracts attention. Every one is aware that Vine street has a beer saloon or cigar store every other door.

Further up Vine street a sign hangs prominently over the entrance of a saloon. It says:

WHAT THE HO?—TELL BILL AND I
LAGOON
IS THE GREATEST UNDER THE SKY!

It is supposed to advertise in poetry the popular resort called "The Ludlow Lagoon."

Richard Murphy, the Seventh street plumber, has a great scheme for attracting attention to his window. At the top of the plate glass he has a pipe which distributes water evenly across the entire front, and as it falls it makes eddies to the bottom. The attention once procured, the eye can see through the window and currents of water and behold the things usually found in a plumber's shop.

The Cree Indians that are in village life at the Cincinnati Zoological Gardens are said to be savages. However, they have as civilized notions in advertising as the average white man. Every day they pass over the principal streets, in procession. All are seated on jackasses, are headed by a brass band played by young Crees, which makes more noise than music, and each Indian carries a large sign, on which is painted the attractions these people offer at the Zoo. Altogether, the Crees have made an impression on the citizens of Cincinnati, and are drawing big crowds. Their manager is doing considerable newspaper advertising.

Cincinnati is a good place for out-of-door sign advertising. Nearly all the work is done by local firms, very few outside concerns being advertised except by lithographs. Among those most prominent in the sign work are Wm. Hind, Knopf & Co., clothiers; Mabley & Carew, Conroy, C., H. & D., Big Four Route, Waldorf Cigar, Arnheim, the tailor, etc.

IN A NUTSHELL.

An article well selected and well bought becomes a necessity to the public when the public is properly approached.—*The Waterbury*.

WHERE TO ECONOMIZE.

Do not allow a difference in rate to deter you from selecting what you consider the best medium. Remember that frequently the most expensive space is the cheapest. How many dollars worth of goods you sell in proportion to the cost of your ad, and not how much does your ad cost per line, is what you must consider. If you must economize, do it on space—not on medium. Small space in a reliable paper is better than large space in an inferior one.—*Shoe and Leather Journal*.

DRUGGISTS' PICTURE CARDS.

Picture cards have a very limited use as advertising mediums, still some should always be on hand to be given to children who are sent to your store for goods. They gladden the hearts of the little ones, and bring them back again when something else in the drug line is wanted at home. Further than this, the effect of picture-card advertising is very uncertain, and depends upon the probability of parents picking up the card the child has dropped at home and reading the matter on it. However, the first use will justify the small outlay they necessitate.—*Merck's Market Report*.

Those who will not advertise
Might still more economize—
Do not any salesmen keep;
Close the doors and go to sleep.

Classified Advertisements.

Advertisements under this head, twelines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Foremanship, daily or weekly, Experienced. Refs. "C.S." Printers' Ink.

WISCONSIN AGRICULTURIST, Racine, Wis. Advertisements at 30 cents a line for 25,000 circulation, guaranteed.

A 1 ALL-ROUND printer desires foremanship of a first class country office in N. Y. State. "MACK," care Printers' Ink.

SERIES small outline cuts. Send proofs and lowest price. CHAR. B. BATES, Newspaper Advertising Agent, New Haven, Conn.

MSS. wanted. Sample copy of CHIPS and full particulars for six cents. THE CHIPS PUB. CO., 407 Nassau Chambers, New York.

WRAPPERS to address in ex. for adv. space. Send sample of paper for particulars. TOWNSEND, 406 E. 23d St., Minneapolis, Minn.

WANTED—To purchase, by small cash payment, interest in good Republican weekly paper. Services in exchange. Address Box 74, Ellcott City, Md.

A N experienced newspaper man wants to buy part interest in well-established daily and assume editorial charge. Address "H. J. P." care Printers' Ink.

WE have an opening for an experienced trade journal advertisement solicitor, with snap and original ideas. Give details. SHOE AND LEATHER FACTS, Philadelphia.

WANTED—To purchase a good daily newspaper in a city of 25,000 to 75,000 inhabitants. East preferred. Address "DAILY NEWS-PAPER," Room 34, Tribune Building, New York.

WANTED—Ads for POULTRY MONTHLY, Albany, N. Y. Seventeenth year; no circulation liars; no cut rates; only approved ads admitted. Rate and sample copy on application.

PRINTERS' INK has acknowledged that I am the best advertisement writer in the West. Am now with a house placing \$200,000 a year. For personal reasons I would like to make a change. Have no objection to leaving this city. Who wants a good man? M. A. CALDWELL, P. O. Box 901, Chicago, Ill.

PRESSWORK.

If you have a long run of presswork it will pay you to consult us. Largest press-room in the city. Best of work. Most reasonable prices. FERRIS BROS., 324-330 Pearl St., N. Y.

ADDRESSES AND ADDRESSING.

LETTERS bought, sold, rented, or exchanged. Valuable lines of fresh letters always in stock. Write for lists and prices. Debility letters a specialty. A. LEFFINGWELL COMPANY, 112-114 Dearborn St., Chicago, Ills.

MERCANTILE LAW.

Cavanagh & Thomas, Omaha, Nebraska, lawyers and adjusters. Collections of jobs handled anywhere in Iowa or Nebraska with success; 2,000 of the leading Eastern jobbers examine our reports every week. Are recommended by all credit men as the best system of watching their trade. Write us. Reference, W. & J. Sloan, New York City.

ILLUSTRATORS AND ILLUSTRATIONS.

YOUR AD is worthless if no one sees it. A clever sketch attracts. Combine the two. 10 striking sketches to fit your ads, \$3. R. L. WILLIAMS, L. & T. Bldg., Wash., D. C.

HANDSOME illustrations and initials for magazines, weeklies and general printing, 5c. per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

PRINTERS.

VAN BIBBER'S
Printers' Rollers.

THE LOTUS PRESS, 140 W. 23d St., N. Y. (See under "Advertisement Constructors.")

FOR one check book, 1,000 checks, 3 deep, well bound, perforated and numbered, my price is \$6.00. W. M. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

PRINTERS—We make type, cases, stands and chase—everything that a printer needs—and our prices are the best. See us first. WALKER & BRENNAN, 241 to 305 William St., N. Y.

1,000 NEAT business cards for \$1.50. I have on hand a large quantity of fine Bristol board. While it lasts I will fill orders at the above price. Cash with the order. WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

OUR outfit No. 1—\$2.50: 1,000 linen note heads, 1,000 envelopes, 1,000 statements, 1,000 business cards; ten dollars' worth printing for \$2.50. Business cards \$1 per 1,000 straight. The biggest card-printing house in America. Send 2-cent stamp for samples. THE PAUL C. CARTY PRINTING CO., Eberly Block, Columbus, O.

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

BILLHEADS—4 1/2x8 1/2, 10x10, 5M 5/8; 9 1/2x11 1/2, 10x12.50. ELECTRIC PRESS, Madison, Wis.

NEWSPAPER—Rolls or sheets. First quality. Write A. G. ELLIOT & CO., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

WE sell envelopes like Johnston sells printers ink. 10,000 good XX 4 1/2 H. C. White Envelopes printed with your card and delivered, f. o. b., for \$10, check with order. 10,000 circular envelopes for \$6.50. Satisfaction guaranteed. SHRYOCK, Printer, Zanesville, O.

THE BUCKEYE CHALK PLATE CO., Cleveland, O. The widely advertised injunction suit against certain chalk plate makers does not affect us in any way. We offer you good goods at low cost compared to that of the would-be monopolists. Recoating plates 3/4 c. square inch, when cash accompanies order. Send for our circular.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beckman St., New York.

PRESS CLIPPINGS.

SOUTHERN CLIPPING BUREAU, Atlanta, Ga. Press clippings for trade journals and adv'ts.

THE CHICAGO PRESS CLIPPING BUREAU, 36 E. La Salle St., Chicago. 40 expert readers. Patrons all satisfied. We can help push your business. Write.

BILLPOSTING AND DISTRIBUTING.

P. PRINTZ, distributor of advertising matter, 739 9th St., N. E., Washington, D. C.

L. J. DAVIS, circular dist'r and billposter. L. Eaton & Calhoun Co's. Box 363, Olivet, Mich.

J. E. WILLIAMS, Oakshosh, Wis., city billposter and distributor. Reliable and definite service. Population 32,800. Own all boards in the city—30,000 square feet.

BOOKS.

OLD books bought and sold. Send stamp for list. Address A. J. CRAWFORD, 312 North 7th St., St. Louis, Mo.

DANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address PRINTERS' INK, 10 Spruce St., New York.

AMERICAN NEWSPAPER DIRECTORY for 1906 (issued June 15th). Describes and reports the circulation of 20,365 newspapers and periodicals. Pays a reward of \$25 for every case where a publisher is not accorded a circulation rating in accordance with facts shown by his statement in detail if signed and dated, and \$100 reward to the first person who shows any such statement to have been untrue. Over 1,000 pages. Price, Five Dollars; 31 cents extra for postage if forwarded by mail. Address GEO. F. HOWELL & CO., Publishers, No. 10 Spruce St., New York.

ADVERTISING MEDIA.

THE YANK, Boston, Mass., 60,000 monthly.

ROCKLAND, Maine, DAILY STAR. Only daily in three counties.

IF you advertise in Ohio you will get results. For particulars address H. D. LA COSTE, 38 Park Row, New York.

ANY person advertising in PRINTERS' INK A to the amount of \$10 is entitled to receive the paper for one year.

"IN her POST-INTELLIGENCER Seattle has one of the four great papers of the Pacific Coast."—Harper's Weekly.

I OFFER advertisers papers that bring results. H. D. LA COSTE, 38 Park Row, New York. Agent for good mediums only.

IN all America there are only eight semi-monthlies which have so large a circulation as the WISCONSIN AGRICULTURIST, Racine, Wis.

PAPER AND PRESS, the leading magazine in the printing and allied industries in America. Circulates exclusively to buyers—indorsed by buyers. Philadelphia, Pa.

TO reach buyers of machinery, appliances and supplies for printers, lithographers, book binders, manufacturing stationers and all allied industries, PAPER AND PRESS, Philadelphia, Pa.

ARE you advertising in Ohio? We invite your attention to the Dayton MORNING TIMES, circulating 4,500 copies daily; the EVENING NEWS, 5,500 copies each issue, and the WEEKLY TIMES-News, 4,500 copies; are the representative family newspapers of Dayton, and with their combined circulation of 14,000 copies daily thoroughly reach the homes of that section. Dayton is a prosperous city of 80,000, and the NEWS and TIMES are long established journals, and have always enjoyed to a marked degree the confidence and support of the best people in Dayton. Address H. D. LA COSTE, 38 Park Row, New York.

MISCELLANEOUS.

"IN her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast."—*Harper's Weekly*.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in Wisconsin. Established 1877.

ELECTROTYPES.

TRY us with a rule job for electros. THOS. H. CROSLY CO., 149 Leonard St., N. Y.

PAY \$1.50 and get our best half-tone portrait. All kinds of cuts at prices as surprising. Write us your wants. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

YOU may write your own ads, but one thing sure—you can't make your own cuts. Think of us; \$1.50 for best half-tone cut; prices like that and work the best. CHICAGO PHOTO ENGRAVING CO., 185 Madison St., Chicago.

ADVERTISEMENT CONSTRUCTORS.

LITTLE ADS. CURRAN.

FETCHY ads. JAMES R. LONG, Wash., D. C., 1308 B St., S. W.

SIX retail ads, with cuts, 65. R. L. CURRAN, 111 W. 34th St., N. Y.

4 CUTS and 4 retail ads for \$1. Up-to-date. Proofs free. MARGIE BOWMAN, Buffalo, N. Y.

CATCHY readers and pithy car signs written for \$1 each—40 for \$35. R. L. CURRAN, 111 West 34th St., New York.

BUSINESS literature—interested! I assume all details of writing and printing. CLIFTON WADY, Somerville (Boston), Mass.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

LITTLE ads of 10, 20, 30 lines are what I do best. General advertisers can have specimens. R. L. CURRAN, 111 West 34th St., New York.

I LIKE to write catchy locals. I will write you a dozen, every one a real business coater, for \$3, until Aug. 15. FRANK V. STUMP, Goshen, Ind.

A SAFE rule to follow: No matter who does the writing of your ads, circulars or booklets be sure to have WM. JOHNSTON, of Printers' Ink Press, do the printing.

MY booklet is most ready. People who ask first get it first. Free to any business man who writes for it on his business paper. R. L. CURRAN, 111 West 34th St., New York.

WE are polyglot ad-smiths. We make type talk in eight languages. Sample adv. in any language for \$2. Translations to order. THE NEWS PRESS, 114 Nassau St., New York.

CONTRACTS for 365 advertisements a year.

E. L. SMITH, Codman Bldg., Boston, Mass.

"ADVERTISING FOR RETAILERS," 64 pages, 25 cents. If you don't get a quarter's worth you may have your quarter back. CHAS. AUSTIN BATES, Vanderbilt Building, New York.

FOR \$10 I will print 1,000 8-page booklets, using a good quality of heavy linen paper and any color of ink you may desire. Cash must accompany order and copy. Proof furnished. Address WILLIAM JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

RETAIL advertisers form the bulk of my clientele. I'm in business to keep them. Although I value my work highly, my charges for writing advertisements for retail merchants are moderate. I invite all advertisers to tell me of their plans and troubles. H. F. BROWN, Fairbairn, N. J.

I PREPARE 1/4-page magazine ads for \$5, include a little line cut, and give an electro of the entire ad splendidly set up; 1/2-page ads, \$8.50; page, \$15. I have been the ad writer of an agency which makes a specialty of magazine ads of highest grade. R. L. CURRAN, 111 West 34th St., New York.

WANT to know me? 10c. postage brings sample ad. W. C. STEWART, 4114 Elm Ave., Phila.

IF you want ads written in an easy, breezy, swinging style that will be read with a relish, I fancy I can fill the measure of your requirements. Let me forward a few "feelers." If you have any notion of doing business with me, don't send a stamp—I have some. JED SCARBOROUGH, Box 63, Station W, Brooklyn, N. Y.

WE'VE been pushing a new cigar lately. Here's what the secretary of the cigar company says: "I think this the cigar advertising of the century." What we have done for cigars we can do for you. Samples of these ads, and our new circular if you want them, free. WILDER & CO., 621 Market St., San Francisco.

IF you're in business and advertise, I'd like to correspond with you. My business is to increase your business and to build up my own. The best business-bringer in advertising, properly written and placed. I do both as well as man is capable of doing. If you think there's value in my work, you pay its value—nothing more. Will you write? F. MCC. SMITH, L. & T. Building, Washington, D. C.; Equitable Building, Baltimore.

I AM a maker of advertisements. This means writing, illustrating, typesetting, electrotyping and printing. The chief part of my business, of course, is the writing. In doing this I strive, above all else, to use plain, simple language. I believe this element, coupled with attractiveness, is essential to success. I get down my dictionary many times a day to look up simpler words than those which come to mind. BERT M. MOSES, Box 383, Brooklyn, N. Y. Generally speaking, a good ad, with a good pen and ink drawing, is worth at least \$5. I have samples of this work for interested advertisers only.

WHAT I can do: I can build a city (have done it); I can fill a church with pew-holders; I can sell good real estate (have done it many times); I can fill a hotel with guests (have done it); I can secure large loans; I can increase the business of any store; I can secure money for any good legitimate undertaking; I can fill a building with tenants (have done it, the largest one of its kind in the world). How will I do all these things? By advertising. I never have failed. Write me a description of what you want done in the above lines and I will submit to you an estimate of the cost. O. W. CRAWFORD, Advertising Manager, Masonic Temple, Chicago, Ill.

50,000 PAMPHLETS, costing \$400, might be a total failure, while \$425 might have made it immensely profitable. Probably a little extra taste in the typesetting would have made all the difference. As one has frequently said, "We have no monopoly on good taste and good judgment," still the fact remains that our art education and knowledge of good printing enables us to give better printing service than people are accustomed to. We relieve our customers of all the annoyance of trying to "lay out" their own work, and give them printing advice that they instantly recognize as valuable. We want a few more large consumers of printing to know this. THE LOTUS PRESS, 140 W. 23d St., N. Y.

YOU never can tell what you can do until you try. I had no idea there were so many people waiting for me. I haven't been exactly deluged with two-dollar bills since I began advertising, but I have had enough of them to make it very interesting. I am a business man, and I believe business principles are applicable to advertising writing. That's the reason I started out by offering a big inducement for the acquaintance of live advertisers. I will not do business with anybody outside of retail lines. I know the retail business thoroughly. I have had plenty of experience writing ads for all sorts of retail lines. I know that retailers make money by offering bargains, and I am finding out that bargains are a good thing to use in advertising my own business. Here's the proposition over again: 5 advertisements and 5 Wanamaker cuts for \$5. The advertisements written to your order, according to your own suggestions, to fit your own business, and your money back if you want it. If you like the ads say so, and I will make you a price on a continued service. I won't make a price until you have had the samples, and I won't send but one set of samples to one man. If you have any hesitancy in sending me the money in advance, ask PRINTERS' INK about me first. HENRY HOLMES, 17 Boekman St., New York.

NEWSPAPER INSURANCE.

THE YANK, Boston, Mass., wards off business death. 60,000 monthly.

TO LET.

YANK, Boston. Space.

WE have for rent, at 10 Spruce St., two connecting offices, one large and one small. They are up only one flight of stairs and are well-lighted and the pleasantest offices in the building. Size of large room about 30x34; smaller, 10x15. If wanting such offices, please call and talk about price, etc. Will be fitted up to suit. Address GEO. P. ROWELL & CO.

ADVERTISING AGENCIES.

STANLEY DAY, New Market, N. J. ADVERTISER'S GUIDE, \$50. a year. Sample mailed free.

UNBIASED opinions; modern facilities; monarchs of the Pacific Coast. WILDER & CO., San Francisco.

ANY responsible advertising agency will guarantee the circulation of the WISCONSIN AGRICULTURIST, Racine Wis., to be 35,000.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

FOR SALE.

5-LINE advertisement, #1. WISCONSIN AGRICULTURIST, Racine, Wis.

\$3.50 BUYS 1 INCH 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

FOR SALE—Campbell press, 30x43, hand or power; good as new. TRIBUNE, Freeland, Pa.

FOR SALE—Republican weekly in good Maryland county. Cheap for cash. Address Box 74, Ellicott City, Md.

"IN her Post-Intelligencer Seattle has one of the four great papers of the Pacific Coast"—Harper's Weekly.

WEEKLY, small circulation. Best adv. patronage of any paper in State. Av. 15 cols. per week. \$1,500 cash. "CAM," Printers' Ink.

FOR SALE—Modern job office in a city of 30,000 population. Best of reasons for selling. Great opportunity for a live man. MORNING STAR, Rockford, Ill.

FOR SALE—Good job office, cheap. Original cost, \$3,000. Established trade in Northern Indiana. Expenses low. Splendid chance. "VERNON," care Printers' Ink.

FOR SALE—Fine newspaper and printing business. Small city, splendid field. Doing nearly \$10,000; can be doubled. New plant. Owner detained elsewhere. Must go now if at all. "X," Printers' Ink.

A RARE chance is offered any one wanting to buy an established and prosperous Western sportsman's magazine and plant. Sickness compels its sale. Any reasonable offer considered. Address "C. K.," care Printers' Ink.

GREATEST opening of the year—Editor and owner of two papers and modern plant, including type machine, 3 presses, 2 engines and all best outfit, with contracts for 2 other weekly papers. Must sell, by order of physician. Business ready for live and experienced man to step in and continue. Pays 10 per cent on \$30,000. Easy terms. Address "GORDON," care of Printers' Ink. This for men of business only.

A SMALL trade weekly, published in New York City, established over twelve years, well and favorably known in this country and abroad; the only one of its kind. Paid last year (the worst in twenty for its trade) about \$1,500 profit, which can be quadrupled by an experienced newspaper man, willing to work. Offered by owners only because other business prevents their giving it proper attention, and will be sold to the right man (note that) for \$1,800, in sixty weekly payments of \$30 each. To receive attention replies must contain references and full particulars regarding writers' experience and means. Address, for two weeks, "TRADE PAPER," care Printers' Ink.

ADVERTISING NOVELTIES.

GRANDMA'S ROCKER places your advertisement before the family and keeps it there. Samples free. F. P. HARDEN, Box 1758, Boston.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SHEET MUSIC—The latest: "Private Tommy Atkins," with year ad on, in lots of 1 M to 1 million; 30 other pieces. Write me; state quantity wanted. A. K. PARKE, 70 State St., Chicago.

MEMORANDUM PADS—Ruled or plain. Any size to order, in quantities, at 7 cents per pound. Fine quality, 10 cents. F. c. b Holyoke, Cash with order. GRIFFITH, AXTELL & CODY CO., Embossers, Holyoke, Mass.

"THE fellow that knows it all" is satisfied; but for folks who are seeking new ideas we have many suggestions in premiums and advertising specialties. Books, sheet music, games, etc. State your business and we will know what to send you. THE CURRENT PUB. CO., 1036 Filbert St., Philadelphia.

ARRANGED BY STATES.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black faced type the price is 50 cents a line. Must be handed in one week in advance.

ARKANSAS.

For local and State circulation in Arkansas the

Little Rock Gazette

Covers the field completely. It holds the Associated Press franchise, uses Mergenthaler linotypes, and with the circulation prestige and influence gathered through seventy-six years' continuous publication is an unequalled advertising medium in its territory. Investigate its circulation and rates.

CALIFORNIA.

ALWAYS AHEAD—Los Angeles Times, So. Cal.'s great daily. Circulation over 14,000.

THE great California fruit-growing district of which San Jose is the center is thoroughly covered by the San Jose MERCURY. Sample copies free. For advertising rates in daily or weekly address San Jose, Cal.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg, New York, N. Y., sole agent. 13,000 weekly guaranteed.

THE EXAMINER has a larger daily circulation than all the other morning papers in San Francisco combined, and the largest circulation of any daily west of Chicago, while the weekly EXAMINER has the highest circulation yet accorded to any paper west of the Missouri.—From Printers' Ink, issue of July 5, 1906.

IOWA.

QUALITY as well as quantity are important considerations for an advertiser. The TELEGRAPH, Dubuque, Iowa, gives its patrons both. Many of the largest and leading advertisers are represented in its columns.

LOUISIANA.

S. W. PRESBYTERIAN, New Orleans, weekly. Over Ala., Ark., Fla., La., Miss., Tenn., Tex.

MAINE.

ADS IN THE INDEPENDENT, Farmington, Me., produce results and mail orders.

MASSACHUSETTS.

30 CENTS for 40 words, 6 days. Daily ENTERPRISE, Brockton, Mass. Circulation 7,000.

MICHIGAN.

BUCHANAN, Mich., is booming. Every citizen reads the RECORD.

THE 800 DEMOCRAT, Sault Ste. Marie, Mich. It should be on your list.

SAGINAW COURIER-HERALD. Daily, 6,000; Sunday, 7,000; weekly, 14,000.

SAGINAW COURIER-HERALD is delivered directly into the homes by its own carriers.

SAGINAW COURIER-HERALD, largest circ'n in No. Mich. Full Assoc'd Press dispatches.

SAGINAW Evening and Weekly NEWS. Largest circulations in the Saginaw Valley, Mich.

SAGINAW COURIER-HERALD is the leading newspaper in Northern Michigan. Issued mornings except Mondays, Sunday and Weekly. Daily, 6,000, est. 1870; Sunday, 7,000; Weekly, 14,000, est. 1857. Saginaw (pop. 60,000) is the third city in Michigan. For further information address H. D. LACOSTE, 38 Park Row, New York.

MISSISSIPPI.

THE WATCHMAN has a large circulation throughout the Southern States, and is a splendid advertising medium. Send for sample copy and advertising rates. JAS. M. WALKER, Publisher, Williamsburg, Miss.

MISSOURI.

KANSAS CITY WORLD, daily exceeding 35,000, Sunday 30,000.

A POPULAR query: "What will the FORT-NIGHTLY say about it?" St. Louis.

MONTANA.

THE LIVINGSTON ENTERPRISE: eight pages; all home print. Circulation exceeds 1,000.

A NACONDA STANDARD. Circulation three times greater than that of any other daily or Sunday paper in Montana: 10,000 copies daily.

NEBRASKA.

NEARLY 700 publishers are increasing their circulation by offering to Germans the FRANK PRESS, Lincoln, Neb., at 65 cts per year; 8-page wkly; samples free. Write for particulars.

NEW JERSEY.

THE DECKERTOWN INDEPENDENT has the largest circulation of any paper in Sussex Co.

BRIDGETON (N. J.) EVENING NEWS leads all South Jersey papers in circulation. Space ads 12 cents, 15 cents, 25 cents an inch an insertion.

THE EVENING JOURNAL, JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

NEW YORK.

QUEEN OF FASHION, New York City. Issued monthly. A million copies a year.

ELMIRA TELEGRAM.

ELMIRA, N. Y.

Known Circulation Over One Hundred Thousand Copies Weekly.

A. FRANK RICHARDSON, General Agent.

Rooms 13, 14 and 15 Tribune Bldg., New York City.

NEVADA.

THE WEEKLY COURIER, Genoa. Six pages. All home print. Leads in Nevada.

OHIO.

THE Mansfield (Ohio) NEWS; proved circulation - daily 3,000, weekly 5,000 copies.

LARGEST circ'n of any Prohibition paper in nation: BEACON AND NEW ERA, Springfield, O.

THE leading Ohio country daily - The FIGUA CALL - receives the Associated Press report. - New York World.

THE circulation of the FIGUA DAILY CALL is greater than that of a'l the other FIGUA dailies combined. It has no competitors.

PIQUA, Ohio, has grown to be a city of 13,000. It is the third city in this country in the production of linseed oil, and "FIGUA brand" of strawboard stands at the head. There are only 13 cities in Ohio whose manufacturers pay a greater amount for labor. - New York Tribune.

THE FIGUA, Ohio, CALL is the only daily paper between Toledo and Dayton and Columbus and Indianapolis which receives wire news - having the exclusive Associated Press franchise. It has a circulation of 1,515 copies daily, and is a live, progressive newspaper. FIGUA is connected by electric railway with Troy, Ohio - a town seven miles distant, having a population of 1,300, and THE FIGUA CALL has a greater circulation in Troy than any Troy daily. For prices for space, copies of the paper and any further information, address H. D. LACOSTE, 38 Park Row, N. Y.

OKLAHOMA.

THE GUTHRIE DAILY LEADER, the leading morning paper in the Territory, accepts advertising with the distinct and positive guarantee that it has double the paid circulation of any newspaper published in Oklahoma. F. B. Lucas, Adv. Mgr.

PENNSYLVANIA.

THE PATRIOT, Harrisburg, Penna. Forty-third year. Politics, independently Democratic. Leading paper at State capital; 8,000 daily, 8,500 weekly. Rates low. Population 54,000.

A WAY down in the corner of the splendid Keystone State is the richest, most beautiful county of all, with only 192 square miles and 50,000 people. Delaware County, with the city of Chester, are covered thoroughly by the CHESTER TIMES, the best local daily in Pennsylvania, and excelled nowhere in the thoroughness with which it covers its district. Everybody reads it because it is so full of local news and good advertisements. WALLACE & SPROUL, Chester, Pa.

RHODE ISLAND.

THE HOME GUARD, Providence, R. I. Tenth year. Circulation 50,000.

SOUTH CAROLINA.

THE daily edition of THE STATE, Columbia, S. C., is the most popular paper in a hundred South Carolina towns. The semi-weekly edition reaches over 1,000 post-offices in South Carolina.

TENNESSEE.

MEMPHIS MEDICAL MONTHLY, Memphis, Tenn. Only medical periodical published in the Miss. Valley between St. Louis and New Orleans. Established 1880.

TEXAS.

THE TEXAS BAPTIST STANDARD, Waco, Texas, has purchased the Kentucky Baptist of Louisville, Kentucky, and changed its name to the KENTUCKY BAPTIST STANDARD. The combined circulation of the two papers is 25,000 weekly, much larger than that of any other religious paper in the South. THE STANDARD is the official paper for Indian Territory Baptists. Rates reasonable. Address TEXAS BAPTIST STANDARD, Waco, Texas.

VIRGINIA.

THE STATE, Richmond, the leading evening paper in a community of 125,000 people, publishes full Associated Press dispatches, and is a live, up-to-date family newspaper. New management, typesetting machines, new press and many improvements. Greater local circulation than any other Richmond daily. Prices for space of H. D. LACOSTE, 35 Park Row, New York.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

SEATTLE POST-INTELLIGENCER.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the **TIMES**, has the largest circulation of any evening paper north of San Francisco.

IN her **POST-INTELLIGENCER** Seattle has one of the four great papers of the Pacific Coast. — *Harper's Weekly*.

THE SPOKESMAN-REVIEW

Only morning paper. Consolidation **SPOKESMAN** and **REVIEW**. Exclusive control morning field. No competitor within 500 miles. Population Spokane, 181,000; 1894, 35,000. The past and present history of Spokane has been marvelous; its future will be the wonder of Western civilization. The **REVIEW** is the recognized exponent of all the best interests of Spokane and the vast country tributary to it.

WISCONSIN.

WISCONSIN AGRICULTURIST, Racine, Wis. Only English agricultural paper printed in the State. Rates only 30 cents a line. Circulation over 25,000.

MEXICO.

WOULDN'T you say that who speaks for El **FARO** assists you if your ad is in the paper? Apartado 365, Mexico City.

SO. & CEN. AMERICA.

PANAMA STAR & HERALD.
ANDREAS & CO., 55 Broad St., Agents.
Send for sample copy.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class cost 35 cents a line, for each insertion. One line, without display or black-faced type, inserted one year, \$3 weeks, for \$13, 6 months for \$18.50, 3 months for \$3.25, or 4 weeks for \$1. Display or black-faced type charged at 50 cents a line each issue, or \$20 a year, or \$2 a month, for each line of print space occupied by the whole advertisement. For the publisher who does not find the heading he wants one will be made to specially fit his case.

AGRICULTURE.

HOME AND FARM, Louisville, Ky.
WISCONSIN AGRICULTURIST, Racine, Wis.
WISCONSIN AGRICULTURIST, Racine, Wis.

COAL.

COAL TRADE JOURNAL, New York City.

DANCING.

THE BALL ROOM, Kansas City. Semi-monthly.

FASHIONS.

QUEEN OF FASHION, N. Y. City.
Issued monthly. A million copies a year.
THE WAVE, San Francisco, Cal. 13,000 weekly.

FRIENDS.

FRIENDS' INTELLIGENCER, Philadelphia. Established 1844. Circulation 3,500.

GERMAN.

THE TAEGLICHE ABEND PRESSE, daily, published at Cincinnati, is credited with the highest circulation rating according to any German daily in Ohio. — *From Printers' Ink*, issue of May 15, 1896.

HISTORICAL.

THE AMERICAN HISTORICAL REGISTER, a Monthly Gazette of the Patriotic Hereditary Societies of the United States of America. Send for advertising rates and specimen copies. 125 S. Sixth St., Philadelphia, Pa.

HOMOEOPATHY.

HOMOEOPATHIC RECORDER, Phila., Pa.

HOUSEHOLD.

WOMAN'S FARM JOURNAL, St. Louis. Monthly.

INSURANCE.

IF you want to reach a class, advertise in the class journal of that class. Insurance men as a class (there are over 100,000 of them in the U. S.) are in fair average financial condition and have money to spend for the things they think they want. If you want to reach the insurance men advertise in **THE INSURANCE MONITOR** (established 1853), the oldest and biggest and "best and goes farthest" Insurance Journal in America. 127 Broadway, N. Y. City.

INSURANCE AND BUILDING LOAN.

THE ENSIGN, St. Thomas, Ont., monthly, 10,000 among insured, property owners, investors, etc.

JEWISH.

JEWISH SPECTATOR, Memphis, Tenn., and New Orleans, La. Oldest, largest, best, most widely circulated Southern Jewish paper.

KNIGHTS OF PYTHIAS.

THE KNIGHTS' JEWEL, Omaha, 60,000 yearly.

LARGEST CIRCULATIONS.

ELMIRA, N. Y., **TELEGRAM**: Over 100,000 weekly.

LITERATURE.

THE WAVE, San Francisco, Cal. 13,000 weekly.

MEAT AND PROVISIONS.

The National Provisioner, N. Y., Chicago.

MEDICINE AND SURGERY.

MEDICAL SENTINEL, sworn cir. Portland, Or.

RELIGION.

CATHOLIC WESTERN CROSS, Kansas City, Mo.

SKANDINAVIAN.

THE highest circulation rating of any Skandinavian paper in American is accorded to the **DECORAH-POSTEN OG VED ARNEN**, issued twice-a-week, in the Norwegian-Danish language, at Decorah, Ia. — *From Printers' Ink*, issue of May 15, 1896.

SOCIETY.

THE WAVE, San Francisco, Cal. 13,000 weekly.

SPANISH.

REVISTA POPULAR, established 1853. Largest Spanish circulation in the world. Translations in all languages: 46 Vesey St., N. Y. City.

SUNDAY PAPERS.

ELMIRA, N. Y., **TELEGRAM**: Circulation over 100,000 copies weekly.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

TYPEWRITERS.

PHONOGRAPHIC WORLD, New York City.

WELSH.

Y DRYCH. For half a century the national organ of the Welsh people. Weekly issue 12,000 copies. For advertising rates address **Y DRYCH**, Urica, N. Y.

WOMEN.

QUEEN OF FASHION, New York City.
Issued monthly. A million copies a year.

Our Eastern Cars

We Control the Exclusive
Advertising Privileges
in the following cities and cars :

Boston, 150 cars.	Lynn, 90.
Salem, 45.	Lowell, 40. Lawrence, 30.
Haverhill, 25.	Brockton, 40.
Fall River, 45.	Nashua, 12.
New Bedford, 35.	Newport, 15.
Providence, 180.	

707 "Full-Time" Cars.



Rates, 40c. per month per car on Annual Contracts and

You Get What You Buy.

CARLETON & KISS



On a
Full-Time
Car Basis



We Control

Over One-Third the
Street Car Advertising Space
in New England.

= 50 Bromfield Street, Boston.
32 Westminister Street, Providence.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ISSUED every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy: Five Dollars a hundred. No back numbers. After December 31 the subscription price will be increased to Five Dollars a year.

PUBLISHERS desiring to subscribe for **PRINTERS' INK** for the benefit of advertising patrons can obtain special terms on application.

BEING printed from plates, it is always possible to issue a new edition of five hundred copies for \$25, or a larger number at same rate.

IF any person who has not paid for it is receiving **PRINTERS' INK**, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICE: No. 10 SPRUCE STREET.

CHICAGO AGENTS.

BENHAM & INGRAHAM, Room 24, 145 La Salle St.

LONDON AGENT,

F. W. SEARS, 135 Fleet St.

NEW YORK, JULY 31, 1895.

SENSE in your ads will bring dollars.

THE best ad you can get is none too good.

AN advertisement does not improve with age.

ADVERTISING will not injure the finest fabric.

ADS, like bread, are easily spoiled in the making.

AN ad must have some push in order to have any pull.

AN ad should be the concentrated essence of sense.

IT is more important to watch your "ads" than your clerk.

UNITED they stand, divided they fall—business and advertising.

WHEN business begins to slacken, let your ads begin to lengthen.

IF you have anything to tell the public, do it in a telling manner.

MAKE your ad so pointed, that it will pierce through the eye into the mind.

YOU must have *interest* in your advertising if you want to make *capital* out of it.

ADVERTISING is like medicine. Very often the belief that it will cure you does half the work.

IT is easier to fill space than to pay for it. Waste no words, but weight them all with meaning.

SILENCE is not golden in business. Talk, and talk loudly and often, if you want to make trade.

BUSINESS may be done without advertising, so will grain grow without fertilizers. But what will the harvest be?

IF there is one newspaper in the country that is thoroughly read, morning, evening and Sunday, it is the New York *Sun*.

A COLORADO paper recently got the "before taking," and "after taking" cuts of a patent medicine ad mixed, to the amusement of discerning readers.

PRINTERS' INK would like to receive some good jokes to brighten up its pages. They must be short, should relate to some phase of advertising or the advertising world, and should be as funny as possible.

FEW hobbies or pursuits are so well represented, numerically, by a distinctive or technical literature, as philately or stamp collecting. Year books, quarterlies, monthlies and weeklies are devoted to its interests.

A MAN is well dressed when what he has on is not conspicuous. Loud colors and glaring combinations are offensive. Similarly, a good advertisement does not shock the sensibilities, but appeals to the intellect.

BEGIN lifting a light weight the first day, and add a little to it each day thereafter, and you can soon lift what would seem ten times too heavy when you started. Begin advertising a little at a time, gradually increase it, and you will soon have capital enough to enable you to advertise extensively.

SOME letters which you receive are in envelopes, so covered with advertisements of the firm or person sending them, as to scarcely allow room for the address. Such an envelope impresses you disagreeably, and gives a poor opinion of the business methods of the sender. A plain, neat card in the corner of an envelope is more effective than its almost complete covering with business announcements. An overcrowding of this sort is as bad as overcrowding space in a newspaper or periodical.

THE door which leads to success is very often that which opens into the office of the advertisement constructor.

AMERICAN newspaper readers are sharp. They do not read advertisements for amusement; they seek news of goods and prices as well as of current events. Ads may be made newsy and attractive without any labored efforts to tickle the risibilities. Wise merchants are arriving at a better understanding of these facts.

EVERY newspaper man should see to it that his home advertisers, and those who ought to become such, are subscribers to PRINTERS' INK, the Little Schoolmaster in the Art of Advertising. The subscription price is two dollars a year now, but will be five dollars a year after January 1, 1896.

CIRCULATION comes to the newspaper that is enterprising and falls off when enterprise becomes less. Advertising patronage comes to the newspaper that *has been* enterprising and continues and increases even after the enterprise and the subscription list have ceased to be notable save by their attenuated proportions.

FURTHER communications received from publishers indicate that so far as choice goes newspaper men actually do prefer to be paid promptly for advertising. A prominent New York special agent, however, says that his experience shows that *it is better to wait*. He asserts that of all the so-called great general advertising agencies there is but one besides that of Lyman D. Morse of whom it can be said with truth that obligations are met with promptness as they mature.

NOTWITHSTANDING the great results that were apparently derived therefrom, it remains a fact that Mr. S. C. Beckwith's advertising in PRINTERS' INK between July 4, 1894, and June 26, 1895, inclusive, only amounted to one hundred and twenty-three pages, and, as he never cares to pay for special positions, the total cost was only \$12,300. Mr. Beckwith has been known to indulge in that peculiar smile of his when listening to accounts of combinations among newspaper publishers—not on his list—who bind themselves not to spend any money for advertising.

PRINTERS' INK, as most advertisers and many persons who are not advertisers are aware, is the authority most confidently relied upon by persons who wish to get close to the ear of the public when they have anything they want to sell. It is the oracle of the advertiser—his *Bradstreet*, his finger post. It is published by George P. Rowell, of New York, whose name has been known a long time, and far and wide, as that of the most trustworthy compiler of figures regarding newspaper circulation in the world.—*The Examiner, San Francisco, Saturday Morning, July 13, 1895.*

MR. PHILIP RITTER, a special agent with offices in the New York Times Building, is well known to advertisers in New York City and the Eastern States and would be willing to add one or two more desirable papers to his list. PRINTERS' INK does not deal in puffs and personal notices, but from acquaintance and observation is willing to say of Mr. Ritter: He has a good address, is industrious, persistent but modest withal. He is straightforward and honest; in fact, just the sort of man that PRINTERS' INK would select to represent a paper concerning which everything that a special agent ought to urge in its favor could be stated without going beyond truth's boundary line.

SOME people think it remarkable that a paper like the *Philadelphia Item* should sell two or three copies to every one disposed of by the *Philadelphia Ledger*. It is a condition that has prevailed since the world began. Papers like the *Ledger*, relying upon the past, stand still and go to seed. Newer ones like the *Item*, on the other hand, using every honorable means to push ahead, never failing to announce progress, accomplish most surprising results. The *Ledger* never advertises, and grows poor and proud in contemplation of the fact. The *Item*, on the other hand, spreads broadcast assertions of its good qualities, and people buy it and perceive that it really does possess the good qualities it claims, and is neither ashamed to claim nor too lazy to acquire. The rich family of this generation becomes obscure in the next. Modest and healthy youth, with strength and enterprise, push forward and occupy the places which the supine yield, though unwillingly.

15 AND 16.

The American Newspaper Directory guarantees the accuracy of any authenticated statement of the circulation of a newspaper that is furnished for its guidance from the office of publication, if dated and signed by a person authorized and competent to convey the information; and the publishers of the Directory pay a reward of one hundred dollars to the first person who successfully assails any such rating. This guaranty was first put forth in 1888 and in the seven years ending with 1894 the reward was paid fourteen times—as follows:

In 1888, Waukegan (Ill.) *Gazette*. In 1889, Madison (Wis.) *Skandinavisck Tribune*. In 1891, Prospect (Ohio) *Advance*. In 1892, St. Louis (Mo.) *Anseiger des Westens*, Atlanta (Ga.) *Dixie Doctor*, San Francisco (Cal.) *Call*. In 1893, Muskogee (Ind. Ter.) *Our Brother in Red*, Monon (Ind.) *News*, Montfort (Wis.) *Monitor*. In 1894, Topeka (Kan.) *Saturday Evening Lance*, Minneapolis (Minn.) *Farm, Stock and Home*, Chicago (Ill.) *Western Rural*, Los Angeles (Cal.) *Family Ledger*, Seattle (Wash.) *Press Times*.

Since the issue of the Directory for 1895 (in June last) six circulation ratings have been called in question, and the proof in two instances appears to be so conclusive that it is not gained by the offices of the papers concerned. The total number of rewards earned now appears to be sixteen, No. 15 being the Omaha, Nebraska, daily *See*, and No. 16 being the Weir City, Kansas, *Journal*, a weekly.

CALIFORNIA CIRCULATIONS.

A San Francisco advertiser writes to PRINTERS' INK his impressions of the newspaper circulation ratings accorded to California journals in the latest issue of the American Newspaper Directory, as follows:

SAN FRANCISCO, Cal., July 13, 1895.

Having carefully looked over the American Newspaper Directory for 1895, and being familiar with newspapers of this Coast as a successful advertiser, and although wishing to express my opinion of the circulation ratings of several papers, this letter is not signed on account of my friendly relations with the different publishers; but after you have noticed what I state, and as a year will yet take place before another issue of the Directory is out, it might be well to inquire if my ideas are not based on facts. I notice that where papers in this State are represented by Eastern agents those papers get the best circulation ratings as a rule. Take the dailies of this city. One rating in particular is awful bad—that of the *Daily Evening Report*, as exceeding 40,000, whereas you have the *Evening Post* exceeding 17,500 and the *Evening Bulletin* exceeding 7,500, which is quite a difference, as they are about equal in circula-

tion. The *Evening Report* cannot show a paid subscription list exceeding 9,000, but they do have a fair street sale of about 5,000. The *Evening Bulletin* has about what it is rated at, exceeding 7,500 paid subscription list, and about 3,400 street sale besides. The *Evening Post* has not and cannot show 6,000 paid-up subscribers, and their street sale is the poorest of the evening papers, about 2,000. The Directory rates the *Weekly Post* exceeding 4,000, whereas I am personally acquainted with the pressman, and he told me that they do not print 400 copies.

In regard to the morning papers the circulations are given at too great a figure. The *Examiner* is, of course, in the lead, and since the *Morning Call* has changed hands is a fair second, and the *Chronicle* is third.

Take the Oakland papers, which is awful. The *Tribune* never did show what it is quoted at, and its circulation at 4,500 would be about correct. The *Enquirer* has about what is given it, 5,564, and is the best paper there. The *Times* is thought of very little, and 3,000 is what they have; whereas the *Weekly Times* has about 200 subscribers, the *Tribune* about 1,600 for its weekly.

In Alameda the *Telegram* is given 1,000, and this is the poorest paper there, and not over 250 paid readers can they actually show. The *Avus* is the best paper, and has actually about 1,100, and the *Encinal* is second with about 700. Please write any one in Alameda—that is the merchants and real estate men who know something about it—and you will note it is about as I state.

San Jose *Herald* is given 7,490, and *Weekly* 4,141, which is greater than the San Jose, Cal., *Mercury*. Why, the *Mercury* is the morning paper there, and has by far the greater circulation! The *Herald* has no such circulation as the Directory quotes, and about 2,300 is the best for daily, and 1,500 for weekly. The *Mercury* has about what the Directory quotes the *Herald* for, daily and weekly. It is a very strong paper, and if you would write any man, woman or child, or could meet any one in your office that has been to San Jose, you would find that what I write is the fact. I am afraid the Eastern agents have, to use an expression, stuffed you; but please do not credit the *Evening Report*, of this city, with any such rating, as it is terrific; 40,000 and 14,000 is a great difference, and you might learn something to advantage of the papers on this Coast if you would write even the advertising agents of this city. I do not ask you to take my statement alone, but to write others.

When the above was read to the editor of the American Newspaper Directory he said that on one occasion he had paid \$100 because the San Francisco *Morning Call* furnished a lying circulation report; but that he still had cash in bank for the first man who brings proof that the San Francisco *Report* and the Oakland *Tribune* did not print the issues they claim. If they are such liars as some people assert them to be, the State of California ought to put them into a perpetual mid-winter exhibition.—ED. P. I.

ADVERTISE your business

If you wish to make it grow,
For some person may be needing
Just the thing you have to show.

FULL OF BUSINESS.

Office of
DAUCHY & Co.,
Printers' Warehouse and Advertise-
ment Agency,
27 Park Place and 24-26 Murray St.,
Cor. Church.
NEW YORK, July 17, 1895.

The Geo. P. Rowell Advertising Company,
10 Spruce St.:

DEAR SIRS—I have secured a "want" advertisement to go in about 150 out-of-town papers, but the above firm, where I am employed, are so busy at present they have refused to accept it.

If you are desirous of obtaining this advertisement kindly let me know by return mail and what commission you would allow.

Trusting I may hear from you by return mail, I am truly yours, G. D. SHAIDE,
Care of Dauchy & Co., 27 Park Pl., City.

The above communication has been handed to PRINTERS' INK. It illustrates the immense improvement in the advertising business since the passage of the Wilson Bill. While many advertising agencies are said to be too busy to settle their accounts, it would appear that there are some that do not even have time to incur obligations.

SUCH IS FAME.

PETERSBURG, Va., July 17, 1895.

PRINTERS' INK, New York:

GENTLEMEN—Kindly give us the addresses of the following papers: *Fame*, *It* and *American Bookmaker*.

CRICHTON & GODSEY.

The *American Bookmaker* is published at 126 Duane St., New York City. It is a Wilkes-Barre, Pa., publication. *Fame* is printed in New York City, but is better known as *Ward's Sapolo Monthly*. It is totally unlike the Trenton, N. J., periodical named *Wind*, although both are monthlies.

IN DENVER.

DENVER, July 12, 1895.

Editor of PRINTERS' INK:

A party who owns some vacant property, on which there is a deep depression, makes known his wants by a sign-board with the following inscription:

WE WANT THE EARTH
IN THIS HOLE.

Yours Truly, J. H. AMBRUSTER.

DO NOT RUN DOWN YOUR RIVAL.

It is not business. It will not win. If he is unworthy your patrons will find it out quicker without your aid than with it. Let him abuse you as much as he will. He hurts himself more than he does you. Recognize the fact that it is not possible for you to have the earth, and that the other fellow has equal rights with yourself. Beat him if you can by getting more business, not by abusing him. Do not let other people abuse him to you, for the same people will abuse you to him.—*Missouri Editor*.

HE DECIDED TO WAIT.

NEW YORK, July 24, 1895.

Editor of PRINTERS' INK:

I am told that advertising is a tried and approved method of making money. I recently took pains to have a five-inch advertisement prepared, which I thought of inserting in sundry weekly papers, 52 issues to a year. An interested friend recommended me to procure an equal number of insertions in a dozen good dailies because, he said, the result would be seen more quickly; and he made me up a list of those he thought would be serviceable for a beginning. I made up my mind to invest two or three hundred dollars and see what would come of it; but, before sending out the order, I, by my friend's advice, applied to an advertising agency and obtained an estimate of the cost. This is what I got:

SPECIFICATIONS:		
5 inches' space (13 lines cut)	52 times.	
	DAILY.	
Boston, Mass.....	Globe,	\$863.20
	Herald,	1,146.60
	Journal,	539.50
	Record,	455.00
New York, N. Y..	World,	1,294.80
	Evening World,	1,294.80
	Herald (special notice),	2,158.00
	News,	1,092.00
Philadelphia, Pa..	Ledger,	1,159.60
	Record,	864.50
	Item,	1,092.00
Baltimore, Md....	Sun (no display),	546.00
		\$12,506.00

I was so aghast at the prices that the agent saw at once he had no chance of obtaining the order. I had gone to him, however, in perfect good faith. What I want to know is: Does anybody pay this sort of prices for advertising? And if they do, where do they get the money from with which to pay the bills? I am simply, APPALLED.

RETAIL ADVERTISING.

In its issue of November 1, 1894, the *Reporter* printed an article on the Thanksgiving stove trade, with suggestions about advertising and the means and methods of its use. That the article was appreciated and understood is shown by the fact that a number of stove dealers followed its ideas and put them into practical shape in their local papers, with a generally favorable result. One of the larger stove companies printed the article and distributed it among their customers, afterward reporting that they had found it of benefit in increasing their own sales. One day last week the *Reporter* met a stove salesman who is a very familiar figure on the road. He was asked about the retail trade and replied that he found it favorable. The incidental inquiry was made as to whether or not the dealers were advertising. "Some of them are," he said, "but I can tell you that those who do are gathering in the shekels at a more lively rate than those who are not." Then he showed a copy of the *Reporter* for the date mentioned and said that he had carried it with him on the road ever since it was published, showing it to every dealer with whom he talked and endeavoring to convince them that advertising pays. When he was successful, he said, he found out afterward that the dealers' trade had invariably increased.—*Stoves and Hardware Reporter*.

AGRICULTURAL CATALOGUES.

DAYTON, O., July 18, 1895.

Editor of PRINTERS' INK:

An agricultural paper has made the significant statement that there was an educational wave—a broadening desire for greater knowledge in all lines—sweeping over this country in the homes of our farmers. The statement is doubtless a true one; so ought not advertisements of interest to farmers to be made more attractive as the farmer gets more and more enlightened on different lines? A recent article in *PRINTERS' INK* mentions some unusually attractive ads observed in some agricultural papers. I believe agricultural advertisers are waking up to the idea referred to more and more; but I would like to call for opinions on catalogues of agricultural implements.

I have before me the catalogue of a plow company of this city. It is of a convenient size, and written by one of the members of the company. It is gotten up very plainly throughout, the first half being made up of general information regarding the plow, instructions to agents as to ordering and to farmers as to repairs.

The last half of the catalogue is given up to illustrations and descriptions. No prices are stated, the object being to stimulate enough interest regarding the plows so that the question of price will naturally follow at some agency. There is a distinguishing feature about this plow which serves as a reminder of the special make, and this is stated at the bottom of nearly every page, that this particular plow, the genuine, "is painted light green."

In response to an inquiry as to why the catalogue had no extra features in the press-work came the reply that "farmers did not care for such things, as the plain statement of facts was enough for them." Does every one agree? Although a plow is a farm implement, pure and simple, and although in this particular case the catalogue is the only method of advertising used, the farmer is as capable of appreciating a good advertising display as anybody else. GEO. E. KIDD.

EMPLOYS A COLLECTION AGENCY.

Office of
TIMES PUBLISHING COMPANY.
RACINE, Wis., July 18, 1895.

Editor of PRINTERS' INK:

I take exception to the talk of "Special Agent" in *PRINTERS' INK* of July 17, in which he says prompt pay agents do not get better rates, and that it will be a cold day when a paper will not wait. This paper may be an exception, but here the agent must pay up or have the business discontinued. It costs us something for every ad we run, and it is worth something to us at least, and we insist on prompt settlements when due. If our bills are not responded to within a reasonable time we draw a draft, and if the draft is not paid we turn the account over to a collection agency, who are usually successful. If any concessions are made it is to agents who remit without a further reminder than a bill. For a year and a half we refused to run the advertising sent out by Alden & Faxon, of Cincinnati, because they would not make monthly payments. Several of the principal agents have paid us in advance, and no agent gets more than three months on small orders, and one month on large orders, if we know it. I know of an agent who sends a check the day the bill is received, if correct, and in several instances publishers have made voluntary re-

ductions to him, while others have readily consented to lower rates after their first experience in sending him a bill.

We would send the bill of the best agent in the country to a collection agency if they didn't pay up. Any paper that will allow their advertising bills to run indefinitely don't consider their space worth much, and it probably isn't. Very truly yours,

F. H. JOHNSTON,
Advertising Manager *Times*.

PINK PILLS PAY PROMPTLY.

ST. JOHNS, N. B., Can., July 18, 1895.

Editor of PRINTERS' INK:

"Special Agent," in the last issue of *PRINTERS' INK*, tries to make us believe that an advertising agent gets no credit for prompt payment; that publishers almost prefer to wait any time for payment of their bills. I have yet to find the man in any branch of business who does not get a better price when it is known that he pays the cash promptly. An advertising agent with such a reputation must get the lowest possible prices from the majority of publishers. Here in Canada our principal advertising agent is known as reliable and prompt, and I venture the assertion that he will not only get better prices than the Philadelphia agency referred to by "Special Agent," but also get any favors that the newspapers can give his concern. Another example of the best possible payment is Messrs. G. P. Fulford & Co., of "Pink Pills" fame. The 17th of the month does not come with greater regularity in this part of the country than their checks, and what publisher will say that he does not appreciate such prompt settlement?

Advertising is like everything else, and has a cash and a credit price with the majority of publishers. Yours truly, PUBLISHER.

THE ART IN OHIO.

BROOKLYN, N. Y., July 17, 1895.

Editor of PRINTERS' INK:

I found the following advertisement in an Ohio paper:



I am going to
ECT'S
Restaurant

to get something to
eat. My stomach is
empty. He can fill
it.

North Main St.

Very truly, BERT M. MOSES.

PRETTY CLOSE TO IT.

SULLIGENT, Ala., July 16, 1895.

Editor of PRINTERS' INK:

Is there published in the United States or Canada a paper of any kind by the name of *Lightning*?

JOHN EARL GARRISON.

No such paper is known to the editor of the American Newspaper Directory. The nearest approach is the *New York Sun*.

STRAY NOTES.

Getting to the front is often the thing that wins success. Sometimes a bad advertisement judiciously displayed will bring good results. If a man has something to sell and keeps pushing it before your eyes, when you need such an article you will probably patronize him; although you do not like his methods, you admire his pluck.

The advertising habit is not one that lazy people can successfully form. A barber, whose wife conducts a small laundry, wrote with a lead pencil on a piece of paper the words "quilts cleaned." This he placed on the wall of his shop but it did not attract attention. The barber concluded that advertising did not pay. A tramp wanted to exchange a neat sign for a hair cut and a shave, and a trade was made. He was an artist and put in neat colors the following on a large pasteboard:—"Quilts cleaned while you sleep," "Clothes dyed while you live," "Hair cut while you wait" and "Free shine with every shave." The sign was swung, and the papers incidentally mentioned it as a news item. A month later that barber was making regular bank deposits, but before, it was with difficulty he could pay house rent.

A shoe merchant residing in the suburbs owned a vacant lot filled with daisies. Every morning he would take a few of them to his store. One day the merchant thus soliloquized: "Now I must have those daisies cut to get rid of the snakes, so I will pile them in my show windows and give them away." A few lines, announcing free daisies, were inserted in the papers and at the time announced for their distribution, nearly one hundred people were at the store waiting for them.

A druggist who had been content to make expenses without advertising, thought he was doing well. One day he discovered an old patent medicine away back in his store and gave a few people cut rates on it, but few sales followed. An advertising man suggested that the medicine be used as a leader and advertised. The bottles were cleaned up and a cut rate price announced, which resulted in many sales. A month later the druggist contracted for a large amount of space.

L. C. BLANKINSKY.

Displayed Advertisements

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

WISCONSIN AGRICULTURIST,
RACINE, WIS.

THE WAVE, San Francisco, Cal., the leading Pacific Coast society, literary and political weekly. E. KATZ, 186-187 World Bldg., New York, N. Y., sole agent. 13,000 weekly guaranteed.

A BRIGHT, HUSTLING NEWSPAPER MAN

with \$2,500 can secure an equity and good salary with a first-class weekly publication located in Michigan. The plant is complete, with Mergenthaler Machines, Web Perfecting Presses, etc., etc. This is a good thing to look into at once.

JAMES RUSSELL,

474 Merrick Ave., Detroit, Mich.

NEWS Daily Sunday Weekly

WHEELING, W. VA.

Largest Circulation in the State.

Rowell's Directory for 1895

gives the News the highest daily circulation for Wheeling, and guarantees the accuracy of the rating by agreeing to forfeit \$100 to any one who can prove differently.

SUNDAY NEWS has more circulation than the total of all other Sunday papers published in West Virginia. This is certainly valuable information for

Advertisers who wish to cover West Virginia and Eastern Ohio Effectively and at least cost.

Other valuable special points gladly told in person or by mail.

NEW YORK OFFICE:

517 AND 518 TEMPLE COURT.

C. E. ELLIS, MANAGER.



Mr. Dennis Bernhard, who lives at No. 1188 Jefferson avenue, Brooklyn, writes under date of May 23, 1895:

"Having heard of your Tabules through a friend, and having suffered for years from dyspepsia and biliousness, I thought I would try them. I have been using them now for about six weeks and they have given me great relief." Mr. Bernhard keeps a Bowery lodging house, and the air is often very bad. He says that a Tabule taken now and then keeps him from getting sick in that air.

Ripans Tabules are sold by druggists, or by mail if the price (50 cents a box) is sent to The Ripans Chemical Company, No. 10 Spruce St., New York. Sample vial, 10 cents.

Draw a line

150 miles

around Quincy, Ill., and you include an area equal to New York State; the best part of Illinois, Iowa and Missouri; and a territory having a greater agricultural production than any other territory of like extent in the United States. Proof, the Census and Department of Agriculture figures. This is the great corn and clover, hog and cattle territory, and these things have been bringing good prices. In this territory the

FARMERS' CALL

is the only agricultural paper published. It is the effective, economical means to reach the most prosperous farmers in the world.

DOLLARS

BY THE

Tens of Millions

are in the magnificent harvest that is being reaped in the

North and Central West.

A Great Distribution

of the same will soon take place through the channels of legitimate business.

Do You Wish A Share?

Then do not fail to secure the helpful co-operation of the

North and West

which, through its advertising columns, will introduce your business to its multitude of substantial families who are large producers and liberal consumers.

THE NORTH AND WEST,

1112 Lumber Exchange,

MINNEAPOLIS, MINN.

A Greater Local Circulation

than that of any other Richmond paper—that's

.. The State ..

RICHMOND, VA.

Daily. - - - Semi-Weekly.

Reaches completely the homes of the intelligent population of that city. A bright up-to-date paper, read by wide-awake people.

The healthy and prosperous business condition which exists makes Richmond a field worthy of cultivation by shrewd advertisers.

An examination of a copy of THE STATE will show that it is sharing in this prosperity.

Information regarding advertising of

H. D. LA COSTE,
38 PARK ROW,
NEW YORK.

SPECIAL
NEWSPAPER
REPRESENTATIVE

"Rich is the Harvest and to Overflowing."

Prices are going up, renewed business confidence and prosperity is again in the land.

You can reach the homes of 100,000 farmers, live stock men, poultrymen and dealers in pet stock of all kinds, and a class of buyers for general merchandise not excelled.

Place your advertisement with us and thus increase your sales and your mail trade.

GOOD RESULTS SERVICE FROM OUR 100,000 GUARANTEED CIRCULATION

Address **THE AMERICAN FARMER, Washington, D. C.**
Or **BYRON ANDREWS, Manager Branch Office, World Building, N. Y. City.**

A few advertisers who use

**SATURDAY TELEGRAM,
MANCHESTER, N. H.**

Quaker Oats, Beecham's Pills, Sapolio, Winslow's Soothing Syrup, None-Such Mince Meat, Cuticura, Cleveland Baking Powder Co., Johnson's Anodyne Liniment, Hood's Pills, Buker Pill Co., Cornish & Co., New England Piano Co., Dr. Kilmer's Swamp Root Bitters, Paines' Celery Compound, Hood's Sarsaparilla, No-to-bac, X-Zalia, etc.

Pretty Good Company For You To Be In.

I would be pleased to make you rates.

C. E. ELLIS, Advertising Manager, 517-518 Temple Court, New York.

CLEAR—CLEAN—ATTRACTIVE

Printing

I have better facilities for turning out this class of work than any other printer I know of. All the type and borders used in PRINTERS' INK are at the disposal of my customers. I use nothing but the best ink and paper that can be had. These, together with the experience I have had, ought to enable me to please you. I want a trial order to let you see what I can do. The price will be right.

1,000 eight-page booklets, any color of ink, \$10; 1,000 business cards, \$1.50; 1,000 letter heads, \$3. Address WM. JOHNSTON, 10 Spruce St., New York.

1404 Papers

in the

Western States

of

Ohio

Michigan

Indiana

Illinois

Wisconsin

Nebraska

South Dakota

covering the populous, rich and growing territory of the Great West.

The cost of advertising in these papers is almost nominal by the paper, and even the aggregate is surprisingly low.

Send for particulars to

CHICAGO NEWSPAPER UNION, Chicago, Ill.

Or, 10 Spruce Street, New York.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogs. Tell me your advertising troubles—perhaps I can lighten them.

ADVERTISING IN GENERAL.

WILKES-BARRE, June 22, 1895.

DEAR SIR—We are women; your criticism of the inclosed will probably benefit us, if you deem it worthy of comment. We paid \$5,000 to have it published last year.

Respectfully, ALICE DUNN.

Of course you don't mean to have a bow-legged child nor do you want your big, handsome boy to walk with his knees turned in or his knees splayed out—or worse still—knocked; now, do you?

Why not start right! It's all in the shoes you buy the baby. If the shoes are right all is well. You will feel better if you know that they are right. See to it that you get them *just* right.

Several firms carry right shoes for babies. We have no other kind of shoes to sell. None for men; none for women; none for children but *just* shoes for babies.

Let papa, grandmother, nurse or the lady next door hold Precious under the arms. Rest the pink toes and pointed heels firmly on a big-enough piece of stiff paper, draw a pencil mark around the feet *just* as they are. Don't leave that little bit of room, but outline the feet exactly as you find them, mind you, each of them, for they are not alike. Send us the piece of paper, tell us whether baby is a boy or girl, and we will make a pair of shoes that you will know are *just* right. Send a dollar bill with the order. If the shoes are just right keep them and we will keep the dollar. If they are not *just* right send them back with a new drawing and get another pair, or, if you ask it, your dollar. Write to us if you want to know anything about babies. We are women.

THE BABY SUPPLY CO.,

Wilkes-Barre, Pa.

I have noticed this advertisement before, and it strikes me as being a very good one. In the form I have seen it, it occupies twelve inches, single column, and is set in double leaded pica. One thing about it that I am prepared to say is absolutely wrong is that it wastes much more space than is necessary. The directions for measuring and for sending money would be just about as good if they were set in nonpareil. This would save three or four inches of space. I believe also that the ad would be improved by the addition of a good, strong headline. Something that would catch a mother's eye immediately. If the mother's attention is once drawn to this ad I think she will read it straight through, and if she does, there is at least a fair chance that she will send the dollar asked for. Of course, every woman will not do this, but I should think a sufficient proportion would do so to make the ad very profitable. The idea is a new one to me. I did not know

until two or three months ago that such a business was going on. If the advertisement has been placed in the right media I see no reason in the world why it should not have been productive of good results. Just how profitable it may have been would depend of course very largely on the amount of profit there is in each pair of shoes. If it paid to spend five thousand dollars for inserting the ad, it will pay to spend one hundred thousand dollars. To illustrate what I mean by catching the mother's eye with a good, strong head-line, I reproduce this Sterilizer advertisement, which appeared recently in the *Churchman*. It is a small ad, but it stands

Baby's Health

depends on the purity and wholesomeness of its food. Many things have been tried and are recommended, but above all else stands pure cow's milk, properly sterilized. Leading physicians and nurses endorse, and leading hospitals use, ARMIT'S BABY STERILIZER. Your druggist will get it for you.

For free "Nursery Handbook" address
WILSON'S CASTLE & CO., Rochester, N. Y.

out well on the page, and I doubt very much if many mothers will miss seeing and reading it.

* *

Mr. Robert A. Wood, editor of the *Western New Yorker*, Warsaw, N. Y., sends me the following communication which he received recently:

MR. EDITOR—I want to ask a question and would like an answer. In your issue of June 13th, under the head of "Short talks on advertising," you say, "If nobody had ever put up a sign the Royal Baking Powder Company would not now be paying \$800,000 a year placing signs in all the newspapers of America." Query—Whose pocket-books furnish the \$800,000? The Baking Powder Company's, or the consumer of the Powder? The papers are ringing all the time advertise, advertise, but who pays for the advertising in the end?

This question is one which comes up frequently, and, until one has

thought of it a little bit, it seems to be a poser. As a matter of course, the consumer does pay for the advertising. He pays for the boxes and labels and for the necessary bookkeeping, for clerk hire, packing, drayage, rent, heat, light, and all the other expenses incurred in the manufacture and sale of any article. All of these things are a part of the cost of production. That is to say, the cost of producing the article in question at any given point. So far as the consumer in Kalamazoo is concerned, the thing made in Alaska does not exist at all until it has been transported to his house in Kalamazoo. The cost of selling is just as much a part of the cost of production as is the material from which the article is made. Advertising is what has made Royal Baking Powder Royal Baking Powder. If it had not been advertised the name would have been the same, to be sure, but the position of the commodity would have been entirely different, and some other baking powder would have been the standard and would have occupied the position now held by the Royal. The advertising for this other baking powder would have had to be paid for by the consumer just the same. Now, I am not a baking powder expert. I do not know anything about the quality of baking powder, but I suppose that there are other baking powders just as good as Royal. It is likely that these baking powders sell for less money because they are not advertised, and the maker saves that expense. The trouble is that nobody knows where these baking powders are, or what they are, or how to get them. To the great majority of Americans it is just the same as if they were not in existence at all. When a woman is going to do a baking, she will probably put two or three dollars' worth of flour and sugar and eggs and milk and raisins and citron, and a lot more stuff, into the various things she makes, and along with all these there will be twelve or fifteen cents' worth of baking powder. She is not going to risk that two or three dollars for the sake of saving five cents on the baking powder, if she knows where to get an absolute certainty. She knows—or most of her knows—that when she uses Royal Baking Powder she can be absolutely certain of good results. There may be a hundred other baking powders that would produce just as good re-

sults, but she is not sure of it, and she is not going to take chances. That certainty is worth something to her, and she is willing to pay for it. The certainty is brought about by advertising. It is always to the consumer's advantage to be told about a really good article of any kind. The telling costs something, of course, and some way or other all of the expenses manage to get into the price that the consumer pays. No manufacturer is in business for his health. He is not going to make something on which he cannot make any money. I cannot understand just why the consumer should object more to paying for the advertising which is absolutely necessary than he does to paying for the handling and delivery which is absolutely necessary.

The trouble is that people do not rightly appreciate what advertising is. Before it was understood, there were people who cried that it was a humbug. The illustrious Mr. Barnum was one of these, and his remark that "The American people like to be humbugged" has done as much harm to the business all over the country as any one thing that has ever been said. Legitimate advertising is merely business news. It merely tells something that people really desire to know. If they do not desire to know it, the advertising will not pay, and it will have to be stopped. It doesn't pay to advertise something that isn't good. The better a thing is the better it pays to advertise it. If it is a good thing, it is good for people to know about it; it is to their advantage to know about it, even though they have to pay a little bit for the information. As a matter of fact, I believe that widely advertised articles are likely to cost much less than articles of the same class and quality which are not advertised. Advertising creates a wider demand, thus increasing the production and decreasing the cost in proportion. A hundred thousand pieces of anything can be made and sold cheaper than one thousand pieces. The only way to sell a hundred thousand is to tell a lot of people about it. Perhaps if baking powder never had been advertised the corner drug store would still be charging sixty cents for it. So, after all, perhaps the consumer is drawing dividends on the money that the Royal Baking Powder Company spends for advertising.

RETAIL ADVERTISING.

Mr. C. A. Ingraham writes me to say: "We find your weekly talks in PRINTERS' INK of much assistance." And to show how much assistance they have been, he sends me about as bad a lot of ads as I have seen recently. One of them is a monstrosity made out of rules and borders, occupying five inches double-column, which says: "Machine Oils, All Kinds, at Hougens' Pharmacy." That's all there is in it. The space may not be entirely wasted, but it is practically so. Another ad says: "Tick, tock! Our clocks talk, and talk right. They are fully warranted by the Bank Block Jeweler." Now, there are a great many better things to say about clocks than this. The subject of clocks and watches is certainly a most interesting one, and is susceptible of a great many combinations for advertising. There are a hundred ways of advertising clocks, and of advertising them well. There are a hundred interesting things about clocks that every reader of the paper would be glad to know. There are facts in clock history that would interest everybody. There are facts about the present methods of manufacturing clocks that would interest everybody. There are facts about the usefulness and necessity of a good clock that would appeal to the common sense of most of the readers. Then, why in the name of this common sense doesn't the advertiser make use of some such matter in his ads?

A couple of the ads are better, but I can't see in them the effect of any teaching of mine. Here's one, for instance, which is exactly the kind of an ad I don't approve of at all:

BUSINESS!

Yes, that's what we are doing, and a good volume of it, too. We lay it to the fact that we handle only the latest styles, and that for the smallest money. A large invoice of Tan shoes in new styles has been added to our Complete Line of Ladies' and Misses' Fine Shoes. A full assortment of Shallices, Laces, Silk Mitts, Fans, Etc.

JUST RECEIVED! A SPECIAL DRIVE IN MEN'S SUMMER SHIRTS—WHITE AND COLORED.

Ladies' Hose 5c.
Gents' Socks 5c. **S. J. WAKEFIELD.**

The display part of it is pretty good, but that is about all the good there is in it. If there's a "special drive" in

men's summer shirts, why not tell just exactly what kind of shirts they are, and what the "drive" means? Why not give definite information and quote definite prices? The last two items in it—"Ladies' Hose, 5 cents. Gents' Socks, 5 cents," don't mean anything at all. It might be barely possible that the hosiery was the kind that ordinarily sold for twenty or twenty-five cents, but it may be the regular five-cent grade. Something ought to be said to let the reader know exactly what kind of stuff he may expect.

* *

FRANKLIN, Ind., July 7, 1895.

Mr. Charles Austin Bates, New York:

DEAR SIR—I am a constant reader of PRINTERS' INK and derive much benefit from it, taking especial interest in your department.

I have charge of the advertising for this firm; have been at it for about one year; have had fairly good success.

Inclosed find copies of "ads" from dailies. We carry 12 inches regular in daily and 24 inches in three weeklies; never put the same "ad" in twice; town 5,000 people; business about \$80,000 a year.

What do you think of the "ads" and how can I better them? Do we do enough advertising for our business? Yours respectfully,

JNO. O. SPROWL.

These advertisements, coming from a small city, are a decided relief. They are better than most of the ads in large places—better in what they say—the way they say it, and the way they look. The printing of one advertisement will give an idea of the character of all of them.

Special Sale**Shirt Waists To-morrow.**

Just 236 waists by actual count is what we have left. We are willing to cut the price rather than carry them longer; haven't many cheap ones—mostly good ones. Nothing more serviceable than a nice Shirt Waist.

Lot Navy Blue Waists, worth 90c., for 39c.
Light Colored Percale Waists, for 48c.
Lot \$1 and \$1.25 Percale Waists, for 87c.
All \$1.50 and \$1.75 Red Shirt Waists, for \$1.

They seem to be plain, earnest statements of actual facts, and I should think they would be very successful. I should think Mr. Sprowl is on the right track, and he should keep right on as he has started. If improvements are possible, they will present themselves. As to the last question in the letter, nobody can answer that unless they are familiar with the business—its profits, the possibilities for develop-

ment, and the exact amount of money that is spent for advertising.

Advertising should be taken just like food or medicine. If you are advertising and don't get business, either you are not doing enough, or you are doing the wrong kind. Take time to think about the territory you are in and the possibilities of developing the business. Figure out, if possible, just about how much business you ought to be able to do with your store and capital in your locality. Set your stake at this figure and advertise enough to reach it. Advertise enough to do business; don't advertise enough to spend all your profits. No other general rule can be given, and perhaps that is too general to be very useful.

The following letter so fully exemplifies the actual practical usefulness and value of "The Little Schoolmaster in the Art of Advertising," that I print it just as it came to me. The postscript seems to wag the letter, but the ideas are all right, just the same:

ELGIN, Ill., June 28, 1895.

Chas. Austin Bates, Esq., PRINTERS' INK:

DEAR SIR—Under the head of "Catchy Ads" (and one that sets you thinking), I read this in the programme of an opera house in Elmira, N. Y., published, I believe, by the Elmira Telegram Publishing Co.:

"Store is vacant—sign to let—
Former tenant had to get.
He in sorrow sits and sighs,
Because he didn't advertise."

I have carried the above in memory for upward of four years, showing that some ads we remember. It was in a vacant space in the programme. Yours truly,

R. J. CORNELL.

P. S. I came about reading PRINTERS' INK in a very peculiar manner. Namely this way: I was working for a man in the shoe business who did not advertise at all—did not think it wise to do so. In some way or other unknown to me, PRINTERS' INK made its appearance on the scene but met a cruel fate, the wrapper was removed and went into the waste basket, which I had the honor of cleaning out, and my eye ran against "PRINTERS' INK, A JOURNAL FOR ADVERTISERS." That was enough. I claimed it as my own, and was at that time a boy in years with my ambition set on advertising. I continued to find the "Little Schoolmaster" every trip for at least six months, once taking it off the desk, for which I received a severe rebuke. To think of reading when trade was so dull, "not so rushed as it might have been." I studied PRINTERS' INK nights and soon scraped up enough money to subscribe for *Boots and Shoes Weekly*, New York. Success was coming. I tried to get my employer to read "notes on advertising," but to no avail. I finally left his employ and went to another house, starting in as a boy, advertiser and window dresser. A year after leaving

my old employer I met him on the street and was informed that he had sold his store for 60 cents on the dollar, because there was no money in the shoe business. There's a firm there to-day and doing business every day. I have had good success and have commanded good returns for my labor, thanks to the man that threw a "good thing" away. I was the finder and was rewarded by getting something for nothing in spite of some of my fellow ad-writers' phrase, "there's nothing for nothing." With best wishes for your valuable journal and good advertising, I remain yours truly,

R. J. CORNELL.

Here's a good real estate ad, and good real estate ads are really scarce. Most of them contain a great deal of palaver and very little information. This one is a plain, straight-from-the-shoulder talk, which states exactly what it has to offer, and just how much it costs. There are two or three lines of business which seem to me peculiarly susceptible to good advertising, and in which good advertising is singularly scarce. The three lines that occur to me are real estate, insurance and banking. Perhaps there is more room for improvement in insurance advertising than in any other line—"but that's another story."

NO DOUBT

You have paid for two or three
Homes during your life-time.

Especially if you have been paying rent; and we regret that you have nothing to show for the money spent in this manner.

THE AMOUNT PAID
FOR RENT WOULD HAVE
PAID FOR A HOME, AND
A GOOD HOME, TOO.

This Week We Want to Sell

A one and one-half story, frame house, six rooms; lot 35 feet front on Eighth avenue by 125 feet deep; good frame stable; sidewalk, city water and sewer in street; only one block to Belmont school, four blocks from Presbyterian church, five blocks from the Post-office and Third Street; good neighborhood; drainage the best; "not too far out, or too close in" and, in spite of all these advantages,

It's Cheap...

PRICE \$1,200. Terms \$200 cash balance in monthly payments of \$17.50. Why pay \$15.00 per month rent, when \$17.50 per month will buy a home of your own?

E. J. LANDER & CO.,
ODD FELLOWS' BLOCK.

READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be. C. A. B.]

For a Butcher—(By Jacob Betten).

What Do You Expect to Find

In a first-class meat market? The first thing is the class of meat kept in stock—whether it is nice, tender and juicy, or tough as a 10-year-old Texas steer. Being satisfied on this point, you begin to look around as to the cleanliness of the market and clerks. We would be pleased to have you call and put us to this test. We pride ourselves on our cleanliness, and all our meats will be found first class and the best in the market. Our prices will always be found just right, too. . . .

R. U. CUMIN.

For a Butcher—(By E. French).

Attractive Meat

should not only be agreeable to the taste and smell, but it should be cut so as to be attractive to the eye. My steak is most carefully selected by me (not by the man I buy it of!), and is tender and juicy, and as good to look at as an Easter hat.

ATTRACTIVE PRICES:

Prime roast, — cents. Lamb rib chops, — cents. Old lamb (mutton), — cents.

BUTCHERS' MARKET.

For Clothing.

Bachelor Pants

We've a lot that are trying the single blessedness plan, and we want to . . .

Marry Them To You for

\$2.40

This week. They are the \$4.00 and \$5.00 kind—some even better. Just as good to you as if we had a dozen of each, but not so good to us. First choice is always best. . . .

A Breach of Promise.

If you failed to pay us that little balance you promised to pay in just 30 days. Better see to it before we write you personally about it. . . .

For Clothing.

THE NEW MAN

In the next century may possibly be able to dispense with the article called by some

TROUSERS, PANTALOONS, PANTS or BREECHES,

But in this year of grace it is not policy for him to do so.

THE MODEL is imbued with the above fact, and as we are overstocked, overloaded with high-grade pants, we have determined to close them out at once, no matter what the sacrifice.

All our Tailor-made Trousers, formerly sold at \$5, \$6, \$6.50 and \$7, now reduced to the extremely low price, quality considered, of

\$3.98.

For a Drug Store.

Does Sunburn Hurt?

WELL, I GUESS YES.

Would you sooner have it hurt than spend 15 cents for a little bottle of stuff to stop it?

WELL, I GUESS NO.

Then go to

CROFT'S

and get it.

For Bicycles—(By Jacob Betten).

Do You Ride A Bicycle?

Doctors inform us riding a bicycle is the most healthy and invigorating exercise: consequently the craze has become epidemic, and everybody now has a wheel. . . .

There Are Many Kinds.

Bicycles that are constantly breaking or getting out of repair, thereby keeping one's temper at a white heat, are not the best health-producers. Call and see us. Our experience may enable us to give you some valuable advice.

For a Butcher—(By E. French).

ALIVE OR DEAD,

I know good meat. I'm a tip-top judge of meat. I see a! I buy, and buy it because I know it is as good as grows on hoofs.

Everybody likes my meat.

(PRICES.)

Meat Fit to Eat.



After December 31st, 1895,

*the Subscription
Price for*

PRINTERS' INK

will be

\$5 a year

For the remainder of this year subscriptions will be received for one year or more at \$2 a year: and for \$10 the paper will be mailed to the end of this century (Jan. 1st, 1901) to any address.

..To Cash Paying Printers

You can purchase printing inks from me at about one-third the price you have sometimes paid.

My inks are guaranteed to be the best ever made by anybody.

I am always ready to buy them back if they are not found better than any others to be had elsewhere at any price.

I carry a stock of every grade and shade and I never want a customer to buy more than is actually needed. I sell a quarter-pound can as cheerfully as I do a 500-pound barrel. I try to please everybody and secure the trade.

On one point I make no exception: Cash must come with every order. This is a rule I have not varied from although I have filled ten thousand orders since the cash in advance system was adopted.

Read my price list on the two next pages, and compare with what you have generally paid for goods that are positively inferior to mine.

Indorsement of an Expert.

THE LOTUS PRESS, NATHAN BROS., 140 W. 23d Street, New York, }
November 8, 1894. }

Mr. JONSON, 8 Spruce Street, N. Y. City.

DEAR SIR—We are getting our inks from you and have given you some severe tests. We did not think it possible that there could be such a vast difference in the prices of the same grades of ink, and if you had not made your statements so emphatic in your PRINTERS' INK ads, we might still be paying three prices for the identical goods we are now buying from you. On our work we require printing inks of the very finest quality, regardless of price, consequently our first order was given with considerable doubt. We understood your agreement to refund the money if not satisfied, but we did not want the annoyance of an unsatisfactory experiment, entailing waste of time, ruffled temper, and loss of confidence in human nature. However, we made the experiment, and the result is you are now supplying us with all the inks we use. We formerly had a great deal of trouble with some brown inks, and are happy to say, that while all the inks we have bought of you are entirely satisfactory, the brown is superior to any we have ever used at any price. We have always contended that "the best is good enough," and we are satisfied that yours is the best.

Yours very truly,

THE LOTUS PRESS, per P. Nathan.

Address, with Check, PRINTERS INK JONSON,
8 Spruce Street, New York.

My Strictly Cash in Advance

...PRICE LIST FOR...

Fine Printing Inks

Blacks.

No black ink was ever made that I am not glad to duplicate for one dollar a pound. 1 lb. \$1, 10 lbs. \$10, ¼ lb. 25 cents.

I have a special cut ink which I sell only in 10-lb. cans, at \$5 a can, and it is considered the best and cheapest working ink ever seen. It is specially adapted to half-tone work, such as appears in the best printed monthly magazines.

Book Ink, put up in 10-lb. cans for \$1 a can.	Extra Job Black, in 3-lb. cans for \$1 a can.
Fine Book Cut, " 5-lb. " " "	Extra Hard Finish Job, " " "
Printers' Ink Cut, put up in any size cans at twenty-five cents a pound.	Nubian black, " " "
Extra Fine Cut, put up in any size cans for \$1 a pound.	Raven Black, " " "
Fine Card and Job, put up in any size cans for \$1 a pound.	Bond Paper Job, " " "

Reds.

Brilliant Red.	Carminated Red.	Label Red.	Railroad Red.
		Tomato Red.	

Put up in 3-lb. cans for one dollar a can.

Crimson Lake.	Gloss Red.	Bengal Red.	Vermillion English.
Florentine Red.	Rose Lake.	Imperial Red.	Cherry Red.
Geranium Lake.	Cardinal Lake.	Jacqueminot Lake.	Antique Red.

Put up in ¼-lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

Golden Red.	Extra Fine Lake Red.	Scarlet Lake.	Bronze Crimson.
Bronze Scarlet.	Imperial Carmine.	Superior French Carmine.	

Put up in ¼-lb. cans at fifty cents a can, or in larger cans at two dollars a pound.

No red ink is made on this earth that I am not glad to match for two dollars a pound, or a ¼ pound for fifty cents. A 5-lb. can of best Poster Red I sell for one dollar.

Blues.

Ultramarine Blue.	Bronze Blue No. 1.	Medium Blue.	Dark Blue.
Put up in 3-lb. cans for one dollar a can.			
Extra Fine Bronze Blue.	Milori Blue Dark.	Fine Light Blue.	Fine French Ultramarine Blue.
Blue Black.	Lake Blue.	Peacock Blue.	Antwerp Blue.
Royal Blue.	Cerulean Blue.	Golden Blue.	Violet Blue.
	Cobalt Blue.	Bremen Blue.	

Put up in ¼-lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No blue ink was ever made that I am not glad to match at one dollar a pound, or twenty-five cents a ¼ pound. A 5-lb. can of best Poster Blue I sell for one dollar.

Purples.

Bronze Purple.	Violet.	Royal Purple.	Bronze Violet.	Magenta.
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Put up in ¼-lb. cans at fifty cents a can, or in larger cans at two dollars a pound.

Imitation Typewriter Purple, used for printed circulars. Put up in ¼-lb. cans at twenty-five cents a can, or in larger cans at one dollar a pound.

No purple ink was ever made that I am not glad to match for two dollars a pound, or fifty cents a ¼ pound.

Greens.

Light Green. Medium Green. Dark Green. Put up in 3-lb. cans for one dollar a can.
 Bronze Green. French Green, Light. Lake Green. Regal Green.
 Dragon Green. Medium or Dark. Sage Green. Olive Green.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans for one dollar a pound.

No green ink was ever made that I am not glad to match for one dollar a pound, or twenty-five cents a $\frac{1}{4}$ pound. A 5-lb. can of best Poster Green I sell for one dollar.

Browns.

Light Brown. Medium Brown. Dark Brown. Chocolate Brown.
 Seal Brown. Bronze Brown, Lake. Photo Brown. Russia Brown.
 Terra Cotta. Sepia Brown. Panzy Brown. Satin Brown.
 Sienna, Burnt or Raw. Umber, Burnt or Raw. Mahogany Brown. Permanent Brown.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No brown ink was ever made that I cannot duplicate for one dollar a pound, or twenty-five cents a $\frac{1}{4}$ pound. A 5-lb. can of best Poster Brown I sell for one dollar.

Yellows.

Fine Lemon Yellow. Fine Orange Yellow. Fine Medium Yellow. Persian Orange.
 Golden Yellow. Brilliant Orange Red. Brilliant Orange Yellow.

Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound.

No yellow ink was ever made that I cannot duplicate for one dollar a pound, or twenty-five cents a $\frac{1}{4}$ pound. A 5-lb. can of best Poster Yellow I sell for one dollar.

Whites.

Fine White. Magnesia White. Put up in $\frac{1}{4}$ -lb. cans for twenty-five cents a can, or in larger cans at one dollar a pound. A 5-lb. can of best Poster White I sell for one dollar.

Copying Inks.

There is no shade of copying ink manufactured that I am not glad to match for one dollar a pound, or to sell a $\frac{1}{4}$ -lb. can for twenty-five cents.

Gold and Silver Sizing.

The shades of sizing most used are yellow, brown and white. I am glad to sell any of these in 1-lb. cans for fifty cents a can, or in 3-lb. cans for one dollar a can.

Quantity.

For 100-lb. lots in 50-lb. cans or kegs, deduct ten per cent from any of the above prices.

Poster Inks.

Any shade desired put up in 5-lb. cans for one dollar a can, or in 100-lb. lots, put up in 50-lb. kegs, for \$18.00.

News Inks.

500-pound Barrel at 4c.	\$20 00
250-pound Barrel at 4 $\frac{1}{2}$ c.	11 25
100-pound Keg at 5c.	5 00
50-pound Keg at 5 $\frac{1}{2}$ c.	2 75
25-pound Keg at 6c.	1 50

My terms are: Cash with the order. My warranty: That my goods are *better* than can be had elsewhere at any price. My references: More than four (4,000) thousand printers doing business throughout every State and Territory of the American Union except Alaska. I also have some trade in Mexico.

Address (with check)

PRINTERS INK JONSON,
8 Spruce St., New York.

We Admit It!

PRINTERS' INK, as most advertisers and many persons who are not advertisers are aware, is the authority most confidently relied upon by persons who wish to get close to the ear of the public when they have anything they want to sell. It is the oracle of the advertiser—his Bradstreet, his finger post. It is published by George P. Rowell of New York, whose name has been known a long time and far and wide as that of the most trustworthy compiler of figures regarding newspaper circulation in the world.

The Examiner, San Francisco, Saturday, July 13, 1895.

We can do for you what you can not do for yourself.

We can take the strongest facts about your business and make them into ads that bristle with conviction. We can strengthen them with telling illustrations. We can display them effectively without squandering space. We can pick the best paying mediums, and insert your ad at their lowest rates.

This is what can do, continually do, and want to do for you. We know of no other firm so generally capable.


Lord & Thomas,

Newspaper and
Magazine Advertising,

45-47-49 Randolph St.,
CHICAGO.



A GOOD THING—

 PUSH IT!

THE UNEQUALED DISPLAY
IN THE CARS AND ON THE
STATIONS OF THE

BROOKLYN "L."

The advertising contracts now
running on this road give a total
largely in excess of the highest
figure reached in any month un-
der the old system.

.....

Rates will be advanced Jan. 1st.

.....

CARLETON & KISSAM,

35 SANDS ST., BROOKLYN.

253 Broadway, New York. 50 Bromfield St., Boston.

JULY

is usually a dull month for advertising contracts ; but we are pleased to state that so far this month we have exceeded July, 1894, in contracts signed by 150 per cent.



THIS SHOWS THE JUST
POPULARITY OF

Street Car Advertising

AS EXEMPLIFIED BY US.



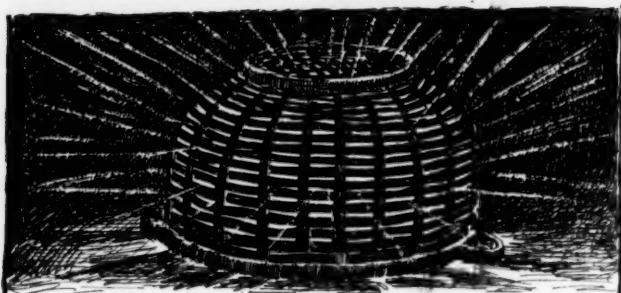
CARLETON
AND KISSAM,

50 BROMFIELD ST., BOSTON.

253 BROADWAY, NEW YORK.



9,000 Full-Time Cars—54 Principal Cities.



Bad Advertising Obscures

the merits of a business—conceals
the good points—puts the light under a bushel.

Good advertising reflects the business as it is—
enhances its value—diffuses bright light on the sub-
ject.

Is your business light under a bushel of bad ad-
vertising?

Shall we replace the bushel with a
reflector?

Write to us about it.

THE GEO. P. ROWELL ADVERTISING CO.

10 SPRUCE ST. NEW YORK.

